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MEMORIES ON PARADE-

CAPITAL CITY OF THE LOWER RIO GRANDE VALLEY
1910 1960

HARLINGEN
50 YEARS OF PROGRESS
RIO GRANDE VALLEY OF TEXAS

THE SAGA OF
SIX-SHOOT
JUNCTION



Harlingen

Tex

100 GOLDEN ANNIVERSARY

CELEBRATION - APRIL 24-30

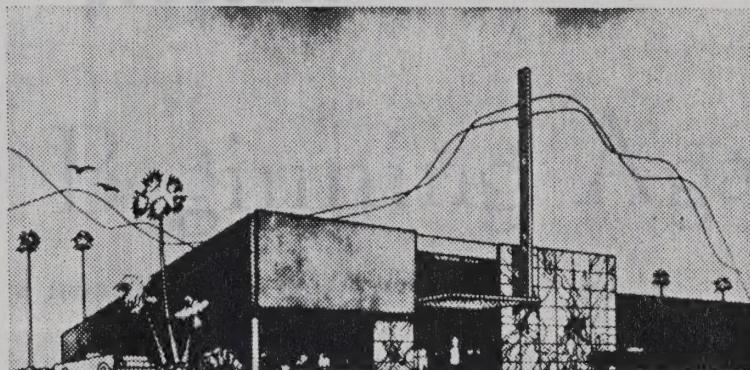


OFFICIAL PROGRAM

50¢

1937019

The Harlingen Golden Anniversary Home Owned Bank



THE

HARLINGEN NATIONAL

MEMBER F.D.I.C. AND FEDERAL RESERVE SYSTEM

BANK

OFFICERS

D. B. DUNKIN
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J. M. POWERS
ASST. VICE PRESIDENT

DIAL M. DUNKIN
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SAM COUNTISS
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R. C. BLAYLOCK
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JAMES L. MAYER
CASHIER

THOMAS S. YOUNGBLOOD
ASSISTANT CASHIER

TRUST DEPARTMENT
OFFICERS
D. B. DUNKIN
J. M. POWERS

The Bank with the 24 hour TIME and TEMPERATURE
TELEPHONE SERVICE, Just DIAL GA 3-7310 ANY TIME

The Harlingen
Golden Anniversary
Association

p r e s e n t s

"Land Of Beginning Again"

a John B. Rogers Production

==== Nightly Cardinal Field =====

April 26, 27, 28, 29, and 30

8:15 P.M.

HARLINGEN, TEXAS

John S. Mickey,
Business Manager

Paul T. Haagen,
Producer-Director

Wardrobe, Scenery, and effects

by the

JOHN B. ROGERS PRODUCING CO.
Fostoria, Ohio

Public Library

JUL 28 1961

Dallas, Texas

*The History of Harlingen
in this book was compiled,
written and edited by*

VERNA JACKSON MCKENNA

PROGRAM OF EVENTS

Sunday - April 24, Faith Of Our Fathers Day

MORNING:

Special observance in all churches - theme - '50 Years of Religious Endeavor in Harlingen'

EVENING:

Special Community Wide Vesper Service - Cardinal Field - 8:00 P.M.

Massed Choir - Special Guest Speaker Howard E. Butt, Jr.

Public is invited - no admission charge

Monday - April 25, Old Fashioned Bargain Days

Special retail promotion in Harlingen. Merchants in old fashioned dress conducting an old fashioned sale with old fashioned prices. All day - Monday and Tuesday.

EVENING: 8:00 P.M.

GALA CELEBRATION QUEEN'S BALL

Jackson Street between 1st and A. Admission \$1.00 - Old Fashioned Dress preferred but not required.

Crowning of Celebration Queen by Governor Daniels followed by presentation of the Royal Princesses.

Tuesday - April 26 GOVERNOR'S DAY

OLD FASHIONED BARGAIN DAYS Continued

Morning: 10 A.M. Burial of the time Capsule - memories of today will be buried to be opened in 50 years. Ceremony to be conducted by city officials and Governor.

Afternoon: 4:30 Mammoth GOLDEN JUBILEE PARADE through the Streets of Harlingen, featuring Bands, floats and Marching Units from the entire area.

Evening: Cardinal Field 8:15 P.M. PREMIER PERFORMANCE OF "LAND OF BEGINNING AGAIN"

The mammoth Historical Spectacle - Pageant depicting Harlingen down through the years. Presented on a huge outdoor stage of over 400 feet in length, the cast of over 400 local people in authentic historical costumes with professional lighting and scenery will dramatically trace Harlingen's birth and growth in a thrilling, fast-moving 90 minute spectacle. The evening will be climaxed by a brilliant fireworks finale.

Wednesday - April 27 NEIGHBOR'S DAY

ALL DAY: REGISTRATION OF PIONEERS AND FORMER RESIDENTS at Celebration Headquarters. Viewing of Historical "Then and Now" windows in the retail stores in Harlingen.

10:00 A.M. TO 5:00 P.M. SPECIAL AGRICULTURE DISPLAY featuring the latest in farm equipment. Place to be announced later.

5:00 P.M. FINAL JUDGING, of Brothers of the Brush. Reviewing Stand E. Jackson St.

EVENING AT CARDINAL FIELD - 7:30 P.M. SPECIAL PIONEER RECOGNITION CEREMONY.

WEDNESDAY, Continued

Evening: Cardinal Field 8:15 P.M. PREMIER PERFORMANCE OF "LAND OF BEGINNING AGAIN"

The mammoth Historical Spectacle - Pageant depicting Harlingen down through the years. Presented on a huge outdoor stage of over 400 feet in length, the cast of over 400 local people in authentic historical costumes with professional lighting and scenery will dramatically trace Harlingen's birth and growth in a thrilling, fast-moving 90 minute spectacle. The evening will be climaxed by a brilliant fireworks finale.

Thursday - April 28th LADIES' DAY

9:30 STYLE SHOW Costumes of 50 years or over. Municipal Auditorium. Sponsored by the Altrusa Belles, Zonta Belles, and Jackson Street Belles.

AFTERNOON - SILVER TEA The Tea will be held at the home of Mrs. J. B. Hicks, Ferguson Drive. The Tea is sponsored by the Lioness Club, Jaycee-ettes, and the Work Basket. They are known respectively as the Pioneer Tinker-Belles, Jaycee-ette Belles, and the Sewing Belles.

EVENING - RICHARD'S GOLD ROOM OLD-FASHIONED BOX SUPPER which will be sponsored by the Junior Service League.

EVENING 7:30 FINAL JUDGING OF JUBILEE BELLES COSTUMES. Cardinal Field.

Evening: Cardinal Field 8:15 P.M. PREMIER PERFORMANCE OF "LAND OF BEGINNING AGAIN"

The mammoth Historical Spectacle - Pageant depicting Harlingen down through the years. Presented on a huge outdoor stage of over 400 feet in length, the cast of over 400 local people in authentic historical costumes with professional lighting and scenery will dramatically trace Harlingen's birth and growth in a thrilling, fast-moving 90 minute spectacle. The evening will be climaxed by a brilliant fireworks finale.

Friday - April 29 YOUTH DAY

AFTERNOON: Special Golden Anniversary Observance in Harlingen Schools.

4:30 P.M. Kiddies Costume, Vehicle, and Pet Parade. Awards for best costume, best decorated vehicle, and most novel pet.

5:00 P.M. Record Hop - Teen-age Street Dance downtown Harlingen.

EVENING 8:15 P.M. Performance of the Spectacle.

Evening: Cardinal Field 8:15 P.M. PREMIER PERFORMANCE OF "LAND OF BEGINNING AGAIN"

The mammoth Historical Spectacle - Pageant depicting Harlingen down through the years. Presented on a huge outdoor stage of over 400 feet in length, the cast of over 400 local people in authentic historical costumes with professional lighting and scenery will dramatically trace Harlingen's birth and growth in a thrilling, fast-moving 90 minute spectacle. The evening will be climaxed by a brilliant fireworks finale.

Saturday - April 30 ARMED FORCES DAY

12:00 NOON Bar-B-Que in Hanger at the new Airport.

2:00 P.M. Dedication of Airport Building.

7:15 P.M. Cardinal Field. Shaving Contest. Sponsored by Remington Rand.

8:05 P.M. Salute to Harlingen Veterans.

RC 110-111
18-850-6
2330

The Harlingen Golden Anniversary Association

presents
"Land Of Beginning Again"

Synopsis Of Scenes
and
Cast Of Characters

NARRATORS

Graham McCullough
James Inness
Mrs. Harry Davis

Mr. Neal Bonner
Mrs. Neal Bonner
Mrs. E. A. Davis

Menton Murray
Mrs. Lillian Weems Baldridge
Mrs. Quincy Main

PROLOGUE

Trumpet fanfares herald the arrival of our Anniversary Queen and her attendants amid a galaxy of flag bearers, pages and color guards.

BOY SCOUTS

James Kerr, Wendell Repp, Alan Repp, Hartmut Wochnick, Jimmy Wallace, Hayden Hamilton, Johnny Furva, Bill Anderson, Randy Young, Quentin Warren, Johnny Tarino, Kenneth Ward, Donald Cook, Ronald Cook, John Hepner.

GIRL SCOUTS

Troop 115 sponsored by First Presbyterian Church

Arlene Adair, Darlene Adair, Kay Laffoon, Alice Ann Hood, Barbara Beck, Angela Magee, Linda Womelsdorf, Kathleen Urban, Cindy Kirkpatrick, Jane Finis, Jack'e Horton, Sandra Stine, Cheryl Seibert, Becky Waggoner, Rita Kelley, Janice McClelland, Juanita Myers, Mary Alice Day, Annette Lake, Carolyn Avants, Carol Vogel, Innocencia Alvarez.

TRUMPETERS

Judy King, Susan Page, Karen Morgan, Beatrice Gonzalez, Betty Ledesma, Susie Jervis, Betsy Lynn Sample, Charlotte Caruso.

STATES

MISS COLUMBIA—JEAN SCHATTENBERG

Rosie Tamez, Aida Sanchez, Eva Lopez, Olga Tapia, Lydia Vega, Virginia Martinez, Lupe Cardenas, Josephine Cabrera, Aurora Diaz, Gracie Villarreal, Isabel Espinosa, Carolyn Medrano, Tomasita Villarreal, Lupe de la Rosa, Teresa Castillo, Linda Burk, Hilda Burk, Eva Garcia, Grace Charles, Lupe Cardenas.

SAILORETTES

Jane Chiswell, Jean Chiswell, Nina Tankhauser, Vivian Beyer, Karen Hamilton, Sue Koger, Sharon Lumberg, Susan Davis, Pat Duncan, Florence Allen, Eva Esqueda, Kathryn Fugua, Diana Billing, Bettye Kirskey Scott, Lennea Pfluger, Ernestine Esparza, Cristela G. Flores, Kay Wells, Georgina Valles, Paula D. Garcia, Christie Mathis, Carol Belken, Jeanene Hamrick, Patty Gallagher, Betty Phillips.

CADETS

Connie Rosas, Elena Torres, Clarie Salazar, Norma Oliveira, Elvira Sustaita, Carmelita Palomarez, Lupe Diaz, Chris Garza, Nelda Garcia, Olga Galvan, Espi Isaquirre, Christina Hernandez, Ruth Robledo, Vada Booker, Margaret Ayala, Marilyn O'Gorman.

EPISODE 1 —

THE FLIGHT OF THE 300

In 1553, twenty vessels sailed from Vera Cruz carrying fabulous riches and subjects of Cortez to Spain. The fleet was caught in a hurricane and thirteen of the ships were flung up on Padre Island North of Port Isabel. Three hundred survivors reached the beach, were attacked by Indians, fled down the island and eventually all perished except two men who were rescued.

WEST HARLINGEN LIONS CLUB

BUSINESS & PROFESSIONAL WOMEN'S CLUB

Norman A. Wilson, E. R. Story, Mr. and Mrs. Tom A. Edgell, Jack Taylor, Len Gibbens, Jerome Fuller, Basil Armour, Cecil Vickers, Bob Eckols, Dick Foiles, Mr. and Mrs. John C. Bruton, R. H. Weed, Sr., W. J. McCarty, E. L. Maberry, Mr. and Mrs. Quincy Main, Mr. and Mrs. Cullen Riley, Mr. and Mrs. R. H. Ferriss.

Lt. and Mrs. John Berkey, Mrs. Eloise Moody, Mrs. Ingay Steinberger, Miss Lela A. Tanner, Mrs. Beulah Hollenbeck, Mrs. Audrey Walk, Mrs. Verna Houghland, Mrs. Audra Ann Schvab, Mrs. Rita Holub.

EPISODE 3 — THE WAR OF 1846

In 1846 there was much unrest in the lower valley and General Zachary Taylor commanding a unit of United States cavalry was stationed at Port Isabel and at Fort Brown.

Cyril R. Laffoon, Ernest Spurrier, Eddie Waitman, Kent Thompson, Chuck Krause, Kenneth D. Miller, William R. Freeman, Delon Wright, Jim Parker, Don Coulson, Mr. and Mrs. H. N. Sletner, Donald N. Sletner, James Stevenson, Betty Ryan, Paul Sletner.

EPISODE 4 — CORTINA

Beginning in 1859, the Cortina's bandits and rustlers, made many raids in the valley stealing horses and cattle.

Merlin Fuliner, G. H. Mallory, Tade Black, Ernie Strickland, W. J. Boney, Sonny Fox, Albert Burleson, Dwain Towne, Bob Peroni, David L. Ward.

EPISODE 2 — ESCANDON

In the mid eighteenth century the King of Spain appointed Jose de Escandon to colonize the region along the Rio Grande. Escandon founded twenty cities in this area. Here we see Escandon and a band of his men as they make friends with the Indians.

Mrs. Elizabeth W. Hitt, Mr. and Mrs. J. R. Lujan, Jay Whitaker, Rita Allison, Jean Wills, Mr. and Mrs. Carrisalez, Sandra Fuller, Mr. and Mrs. Marion Mota, Mr. and Mrs. Everett F. Guerrero, Mr. and Mrs. J. V. Vallejas, Pete Moore, Tim Hayden, Roger W. Sordelet, Jimmy W. Kidd, Joe Shultz, Dennis Bowman, Lee Fuller.

Job Nolan, Robert Albeck, Claudio Muniz, Telbert Yantze, Henry Griffith, Dennis Williams, Bill Moody, Francisco M. Ramirez, Ricky Atchison, Arturo Leal, Juan Espinoza, Tony Ramirez, Teddy Guerrero, Raymond Ortiz, Roberto Cisneros, Frankie Ramirez, Jimmy Garza, Elia Mares, Elvira Ledesma, Norma Guillen.

Evelia Guerrero, Beatriz Flores, Mary Alice Garcia, Nancy Lea Hitt.

McMILLAN SCHOOL OF DANCE;

Karen McMillan, Patsy Farmer, Benita Sibley, Dixie Sue Dunbar, Rosemary Mohan.

EPISODE 5 —

THE WAR BETWEEN THE STATES

The last battle of the Civil War was fought at Brownsville.

EAST HARLINGEN KIWANIS CLUB

Gary Carden, Conwell Ware, Jack Bookout, Wayne Cole, Rig Rigdon, Averyt Knapp, Bert Cowden, J. C. Rosenblad, Joe McGill, Vernon Booth, Tommy Carruth.

EPISODE 6 — LON C. HILL COMES

In 1900, Lon C. Hill, founder of Harlingen first came to the valley and recognized its potential.

Mr. James Dishman James Grant

Mrs. James Dishman Mrs. James Grant

Granddaughter Kathy Miller

TEXAS RANGERS

Fain Arrington, Joe Kutenberger, W. W. Cope, T. H. Nesmith, G. C. Anderson, Bob Withers, Johnny Kutenberger, Sammy Hennessee, Jock Calhoun.

EPISODE 7 —

ARRIVAL OF THE HILL FAMILY

The Hill family, all 11 of them, moved from Beeville to Brownsville in a wagon caravan in 1903. They were accompanied by Dr. S. H. Bell, his four children and Mr. and Mrs. Thomas L. Jones and their seven children. Later in the year, after Mrs. Hill and the youngest son had passed away, Hill moved his children to a tent on his acreage north of the arroyo.

CHARACTER	PORTRAYED BY
Mr. Lon C. Hill, Sr.	Louis D. Nickolson
Mrs. Lon C. Hill, Sr.	Stacie Caul
Paul Hill	Linda Good
Izaak Hill	Mary Butler
Gordon Hill	Chuck Dubois
Lon C. Hill, Jr. (Mose)	Eddie Waitman
John Hill	Harold Smith
Annie Rooney Hill	Connie Youker
Hickman Hill	Robbie Youker
Sunshine Hill	Melinda Pratt
Dr. S. H. Bell	Emmett Anglin
Cow Bell	Dennis Bowman
Florence Bell	Vickie Ayers
Sam Bell	Billy Ayers
Henry Bell	Steven Steib
Mr. Thomas L. Jones	R. P. Gautreaux
Mrs. Thomas L. Jones	Mrs. Ernest Hart
Emm Jones	Dickie Madden
Robert Jones	Mark White
Mary Jones	Barbara Smith
Avis Jones	Charlotte Hall
Lynn Jones	Ricky Atchison
Zetta Jones	Mary Jo Shearer
Alice Jones	Sherry Garling

EPISODE 8 — (Continued)

John Lockhart, Nancy Bruton, Janeth Ray, Barbara Presley, Sandra Pope, Lynn Hull, Gail McElwraith.

Anne Flory, Linda Kidd, Cathie Lockhart, Jean Fry, Emery Walters.

FRANCES JENNINGS SCHOFIELD DANCING SCHOOL;

Sharon Kay Altus, Terry Anderson, Jeannie Atchison, Susan Ballard, Susan Bork, Martha Day, Julabeth La Mar, Sherrie Ellen Long, Jean Pattscheck, Linda Anne Prather, Harriette Roush, Kathy Sandberg, Marilyn Lean Sefton, Barbara Shapiro, Artie Kay Southerland, Suzanne Tewell.

EPISODE 9 — THE EARLY SCHOOL

Harlingen's first school opened in September, 1905. It was held in a little one room frame building near the Hill home.

TEACHER: MARY MARGARET POWERS

Patricia Anderson, Sherley Edmonds, Rachel Burton, Jarrell Burton, Debbie Grandy, Janice Erdman, Lulu Ashcraft, Linda Kay Dodson, Martha Sue Redden, Betty Bowman, Bill Anderson, Ricky Grandy, Buster Burton, Joe McClurken, Larry Grandy, Jack McClurken, David Allen Redden.

EPISODE 10 — SCENE 1 — THE EARLY RELIGION

Before the first Catholic church was erected, Mass was occasionally celebrated in a private home when a priest would pass by.

A CATHOLIC MASS

Juan Perez, Juan Francisco Perez, Jose Ramirez, Robert Vela, Claudio Muniz, Liborio Canales, Jesus de Leon, Pete Carrizalez, Dolia Carrizalez, Lupita Sanchez, Irene Lozano, Blanca Sanchez, Estela Canales (Mrs.), Mrs. Petra Muniz, Mrs. Frances Sanchez, Nelda Davila, Nelda Chapa, Gloria Chapa, Antonia Sanchez, Father Paul Hally, Robert Vela.

EPISODE 10 — SCENE 2 — THE EARLY RELIGION

The protestants too, would hold service in the little schoolhouse when a minister would ride up to Harlingen from Brownsville.

METHODIST AND BAPTIST CHURCHES

Minister: Benny Burlison

Mr. and Mrs. Horace Weed, Mr. and Mrs. Ed LaTurno, Mrs. Frank Van Ness, Mr. and Mrs. Joe Bob Lawrence, Jr., Mr. and Mrs. Newton A. Spilman, Mr. and Mrs. Joe Bob Lawrence, Jim Elmore, John LaTurno, Dan Wallace, Jimmy Roush, Jan LaTurno, Lana Lawrence, Kathy Lawrence.

EPISODE 8 —

THE COMING OF THE RAILROAD

It was July 4, 1904 when the first passenger train steamed thru what was to become Harlingen and arrived at Brownsville.

Dane Smith, Carl Wood, John P. McWhorter, Grady Davis, Paul G. Greenwood, Wayman D. Kimbrel, K. P. Walker, Luther Bookout, L. R. Nelson, Gene Thomas, Wayne Thompson, H. B. Patterson, J. D. Dean, Bill Seay, Cecil Williams, S. E. Thompson, Clark Hull, Carter Hull, Jonathan Kidd, Mark Kidd, John Carroll Burton, Jr.

Mrs. Carl Wood, Mrs. Joe Kirsh, Mrs. Emery Walters, Mrs. K. P. Walker, Mrs. W. W. Ballard, Mrs. J. C. Elmore, Nan Greenfeld, Mrs. Hugh Ramsey, Mrs. Grady Davis, Mrs. W. E. McWilliams, Mrs. Otto Weller, Mrs.

EPISODE 11 — THE INCORPORATION OF HARLINGEN

County Judge John Bartlett declared the town of Harlingen duly incorporated and the commission form of government adopted on April 8, 1910.

Martin S. Ludvigsen, A. L. (Slim) Mitchell, P. R. Edie, A. J. Tucker, Louis Best, Chris Jones, Bill Devine, Charles Riepen, Cecil Burns, Dewey Moore, D. R. Whitley, Dale Webb, Albert L. Meyers, Joe Kirsh, Alfred P. Mecca, Guy Kemmerling, Perry Williams, Carl Rychener, H. H. Hahn.

SQUARE DANCERS

G. L. Ledbetter-Caller, Edith and Joe Stockton, Altan and Stella Burton, Charles and Eileen Jones, Lawton and Thelma Petty, Opliss and Vada Brown, Banner and Louise Lindsay, Howard and Eileen Bennett, Russ and Dee Biddison, Grace and Jack Robertson, Mr. and Mrs. Bill Johnson, Albert Scales Seld D'Ombrain.

Filbert and Vertie B. Engelbrecht, C. H. Engelbrecht, Mary Lou Engelbrecht, Orlea Carnicom, Myrtle Butler, Sam and Sally Walters, Sidney and Grace Yates, G. L. Ledbetter Jr., Carl E. King, Helen I. King, Fate and Dottie Lantrip, Richard and Janice Cook, Mildred Floyd, Paul and Bess Pless.

EPISODE 12 — THE BANDIT RAIDS

Again, beginning in 1911 the citizens of the Valley were subject to bandit raids. One night, unseen and unheard, the Hill Sugar Mill was burned to the ground.

DOWNTOWN KIWANIS CLUB

W. P. (Bill) Smith, Paul Johnson, Doug Jackson, W. R. Hanawalt, Grant Klopfenstein, E. O. Matz, John Collier, Pat Hogan, A. J. Wittenbach, Jim Wyant.

KEY CLUB

Tex Nowlin, Frank Miller, George Beck, Burdette Patterson, Kay Coats, Ned Delleney, Pete Coneway, Buddy Hawkins, Eddie Allen, Henry Roberts, Wynn Anderson, Larry Engstrom, Jimmy Jondahl.

EPISODE 13 — WORLD WAR I

Many men left this community to fight the "War to end all Wars".

EPISODE 14 — THE ROARING TWENTIES

With the end of the war Harlingen threw itself with gusto into the era known as the Roaring Twenties.

Mrs. James Kidd, Mrs. Al Yantis, Mrs. Leon Hines, Mrs. John Nolan, Mrs. Clark Everett, Mrs. John Brown, Mrs. John Q. Adams, Mrs. Ben Edelstein.

EPISODE 15 — WORLD WAR II

The day of infamy finds the community unprepared, but in the American tradition it girds for the battle - once more sending men and women into the conflict - many to make the supreme sacrifice.

THE ORDER OF DEMOLAY

Joe Shultz, Tim Hayden, Dennis Bowman, Pete Moore, Ricky Atchison.

EPISODE 16 — THE ATOMIC ERA

The year of 1948. A year the astrologists predicted would be violent - and it was. The advent then, of what is to go down in history as the Atomic Age.

FINALE

To the great State of Texas, the City of Harlingen, has contributed one of its most colorful chapters. She has given of her blood. As we review the panorama of our history it is not to boast, but rather are we humbled that the past has bequeathed to us so rich a heritage, and it is in this spirit that we face forward to meet the challenge of the changing world.



Hygeia - 1960 - but...



WE REMEMBER WHEN-

1927

Hygeia Milk Products Company organized in Harlingen by Dr. James Traylor, Tyre H. Brown, B. M. Hollon, and Link B. Martin . . . Harvey L. Richards Sr., a June graduate of Texas A & M, hired as plant superintendent . . . In July first bottle of pasteurized milk bottled and delivered from original plant at 215 North "A" Street . . . plant capacity — 60 gallons per day . . . delivery fleet — one horse drawn wagon.



1933

The year of the Hurricane — plant out of operation for three days . . . however milk obtained from out of valley points and distributed to hospitals, babies and children . . . following year, 1934, controlling interest purchased by Harvey L. Richards Sr. and brother John W. Richards . . . butter manufacturing started.

1936

Small building purchased at present site on South "F" Street and expansion continued and complete machine operation installed in 1940 . . . 1945, branch plants and warehouses, opened in Brownsville and Weslaco. In 1946, manufacture of ice cream started.

1947

Completed new modern building; milk processing plant, executive offices, milk bar and warehouse facilities completed. 1952, 25th Anniversary celebrated.

1954

December 1, Hygeia operations started in Corpus Christi and in the following year offices and warehouses built on a seven acre tract.

1960

In April, a new \$250,000 ice cream plant completed and put in operation.

It's nice to have grown along with Harlingen, the Valley and all of South Texas. We're proud of our nearly 300 employees . . . our milk producers . . . our annual payroll of \$1,200,000 . . . our milk purchases of over \$2,000,000 . . . of our fleet of trucks and tankers that collect and distribute over 5½ million gallons of milk and ice cream each year. "We're proud to call Harlingen . . . 'our home town.'"



Hygeia

QUALITY CHECKED DAIRY PRODUCTS



Six Shooter Junction

by

Gus T. Jones

Pioneer Peace Officer and Retired Special
Agent of the FBI

Quoted from: Sheriff's Association of Texas
Magazine, Inc., June, 1946

"Lon C. Hill was a true pioneer and one of the most forceful characters I have ever known. Surmounting obstacles was his life and he was never known to dodge a fight - whether it was via the six-shooter route, a legal courtroom battle or the type of political battle that was common to the Rio Grande country of Texas a generation ago.

While on a business trip to Brownsville, from Bee county, Texas, in the late nineties, Lon had his chance to look that country over and then came his dream. Man of action that he was, he immediately began to get his hands on all the land that he could.

. . . His first job of salesmanship was to persuade his friend B. F. Yoakum, of the Missouri Pacific Railroad system, to build a railroad from Corpus Christi to Brownsville with a branch line traversing what was to be later known as the "Valley." This valley line branched off the main line some twenty-five miles north of Brownsville, at a point where Lon had built his home. At this junction was born the township of Harlingen - known in the early days as "Six-Shooter Junction." This pseudonym was given the town due to the fact that its first Anglo-Saxon population consisted mostly of Texas Rangers, Border Patrolmen and Lon Hill.

At Harlingen Lon Hill built a house, barn and corrals that was to be used as Texas Ranger headquarters. Company A of the force was then moved from Alice to Harlingen to take up the job of making the "Valley" a safe place in which to live and rear families.

. . . Some of us would argue with Lon Hill along this line: 'You are crazy - you can never have a town here: every time the Rio Grande gets on a rampage it comes down through old Tiocano Lake and floods this whole damn country stirrup deep. And besides how are you going to populate and keep up these towns you are promoting; what are the people going to eat - cactus apples and javelina hog?'

Old Lon would always say - 'That's all right. We are going to levee that old river so she can't overflow. Then we are going to cut away this brush and cactus, build pumping plants on the river, canals and laterals. You just wait, this is the finest soil in the



LON C. HILL

Founder of Harlingen and Valley Developer, 1908

world and when we get water on it you will see a garden spot. You boys just clean out the lawless element, make it a safe place to bring people to, and leave the brush, cactus and water to me.'

. . . Six-shooter Junction had now developed into a Main Street town. Two general stores, Drug Store, Hardware Store, Barber Shop, Blacksmith Shop, four saloons, and of course, the house, barn and corrals that constituted Ranger headquarters. Things were booming. Thousands of laborers were working out of different camps grubbing out and burning the brush and cactus. Gambling was wide open as was everything else.

The only jail Harlingen boasted was a large mesquite tree in front of the Ranger camp with six trace chains bolted to its trunk. This old tree should have been preserved as it has had some notorious characters hooked to its gnarled trunk. But like many other landmarks it had to give way to progress."

Ranger Jones wrote in detail of his usual experiences on Saturday night in Harlingen, and of having on one occasion "three would-be bad men hooked to the old mesquite."

Around midnight he heard a "grito" (shout) and several shots which he rightly judged to be a lure for



CONSTRUCTION OF THE FIRST IRRIGATION CANAL in the Rio Grande Valley. Called Harlingen, No. 1, it was dug with mules, fresnos and hand labor. The canal still retains the No. 1 designation but is now known as Cameron County No. 1.

an ambush. Ranger Jones laconically summed up the episode:

"The situation was turned over to Justice of the Peace Pat Haley to officiate as coroner and I returned to camp to see if my prisoners were still there. They were still safely attached to the old tree, so I made a pot of coffee to help keep me awake the balance of the night and chalked up another Saturday night in 'Six-Shooter Junction.'

Harlingen is no longer Six-Shooter Junction. It is a city with modern office buildings, air conditioned hotels and 38,000 population. The brush and cactus of the Valley has been displaced by glistening highways; prosperous towns and miles upon miles of blossoming citrus groves and gardens. Old Lon Hill's dream came through in a big way and I am proud that I was privileged to be present during the growing pain days, of the 'Magic Valley.'

Back In Those Days: — — —

Mrs. A. Goldammer, daughter of the A. H. Wellers, listed the early buildings constructed by her late husband, a building contractor, as the first school, the four Weller buildings including the bank corner, the Letzerich buildings and the home of Dr. C. W. Letzerich, recently removed from the corner of Second and Tyler.

I. E. (Renus) Snavely recalls that he attended five temporary schools from 1909 before the first brick school was built. These were located in the Adventist church, the Baptist Tabernacle, a red brick building on Harrison street, and two buildings on the downtown blocks of Jackson. One of these was a room upstairs over a saloon with a pool hall next door. "It was a real noisy place," said Mr. Snavely: "I was doing janitor service at the Tabernacle for \$3.00 a month and I paid my sister, Opal, fifty cents a month for her assistance." Their younger brother, Luther, ran away from school one day and hid in the dense brush around the Tabernacle. The teacher dismissed school and everybody went out to look in the brush for little Luther. Mrs. Opal Snavely Lewis, now a school principal, recalls that she and others took hatchets to school to cut out the brush for "forts" during recess periods.

* * *

The first graduating class of the Harlingen High school, 1914, was composed of Roberta Chaudoin (Mrs. I. E. Snavely), Murl and Gladys Snavely, and Fred Osborn.

* * *

Mrs. Velma Perry recalls that the first Lyceum Courses were held in the new brick school in 1913-1918.



SINCE 1942
Floor Coverings
Draperies

← → SHOWN

HOWELL — From Masland's
Cornucopia Collection of Carpets of Orlon

WE INVITE YOUR INTEREST

Yarbrough's, Inc.

LAUREL PARK SHOPPING CENTER

OUR BEST WISHES
FOR HARLINGEN
IN IT'S NEXT
50 YEARS!

South Texas Cotton Oil Co.

1/8 Mile Fair Park

GA 3-5720

Harlingen In 1910

The date of April 15, 1910, marked the official founding of Harlingen, Texas, when the oath of office was administered to Ike B. McFarland, mayor, and Commissioners John D. Hill and Homer N. Morrow. The first meeting of the "Commission of Harlingen" was held that day. M. M. Osborn was appointed city clerk, assessor-collector, and treasurer of the commission.

The petition to County Judge Bartlett for incorporation of Harlingen was signed by seventy-two and was presented by forty-one of the signers as being ". . . a true and correct list of qualified voters so far as they have been able to find after diligent search and inquiry." However, in the election held on April 5, 1910, only forty-one of the sixty-three votes cast were for the commission form of government. M. M. Osborn was the presiding officer, A. J. Ernst and James Lockhart were judges, and James H. Ewing and S. D. Eaton were clerks.

A decade of activity, however, preceded these events. The dream of one man, and the expenditure of vast sums of money, the financing and the building of a railroad across approximately 200 miles of "El Desierto Muerte," and the engineering of the water of the Rio Grande into a canal system for irrigation of the desert lands, even to the writing of the state law creating water districts, all were done either by this one man, or were the results of his activities in leading others to see the possibilities of this, the last Frontier.

The history of Harlingen begins with this one man. That man was Lon C. Hill. He had the vision of a true pioneer. He saw beneath the tangle of brush and cactus, so dense that the area was unsuitable even for grazing cattle, that in desert dryness the soil had produced this amazing growth. He marveled what this country would produce with water for irrigation.

Three problems, insurmountable up to this time, had to be faced in this land of contrasts. The desert dryness, at times, became a raging flood. But first there was the problem of transportation. In the early 1900's there were no towns between Brownsville and Alice, but a stage line connected the two distant points. The control of water, and the need for people, many people, to



HAULING SALT from El Sal Del Rey during 1920. The lake, now unused is located on the north side of the Raymondville-San Manuel Road. This lake figures prominently in most of the early Valley history as it was the only source of salt except some spots along the Gulf shore.

move into the area and pioneer the new frontier were two-thirds of the problem.

Lon Hill, the man of action as well as vision became a one-man colonization entity to bring about this transformation. He was called "The Developer" by the people of South Texas. He was the first man to realize the wonderful possibilities of the wide stretch of silt-laden delta land extending along the lower course of the Rio Grande, and then do something about it in a big way. Undaunted by lack of funds, he began his campaign of development by obtaining options to purchase enormous tracts of land fronting on the Rio Grande; and at prices ranging from \$1.00 to \$2.50 per acre.

Leonidas Carrington Hill, born July 31, 1862, near Austin, first saw this area when as a youth he accompanied wagon trains hauling cotton from his father's plantation to Matamoros. While attending Addran College near Thorp Springs, Texas, he met and married Miss Eustacia Dabney on December 13, 1882. To this union were born nine children of whom Miss Paul Hill of Harlingen is the eldest, followed by Isaac (Mrs. Morrow) Gordon, now deceased, Lon C. Jr., John, Annie Rooney, Hickman, Eustacia (Sunshine—Mrs. M. U. Caul), and George, deceased.

At twenty-eight he was supporting his wife and four children by operating a small store in Manor. Between customers he read law. Liking law better than store-keeping, he decided to enter the University of Texas. Later he took advanced courses at the University of Virginia and received his license to practice law in Virginia, September 1, 1890. His Texas license was issued March 13, 1891, by the District Court of Travis County. He had launched a successful career in law at Beeville when James R. Dougherty became his law partner.

A case in the Brownsville court brought Hill by stage to that city in 1900. As he rode about the country on horseback he observed that in a few isolated places Mexicans were growing abundant crops and various kinds of produce on small plots of land in resacas. He also observed that the bed of the Rio Grande was higher than the

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EARLY DAY LAND CLEARING in Harlingen. The work was all by hand and cost about \$15 per acre to clear the brush. The four men shown here could clear in a day about as much as a bull dozer can now clear in fifteen minutes.

lands which sloped down from it on the Texas side which made gravity irrigation feasible. His first experiment in irrigation, made on a rented farm near the Nueces River, was successful and this fired his imagination for the development of the Lower Rio Grande Valley. His impression, after spending considerable time inspecting the Rio Grande area, is best expressed by himself in an interview in 1909 published in a St. Louis paper as follows:

"My first inspection of the Valley lands convinced me that they were the best investment proposition in the United States, if not in the world. I was convinced in my own mind that when the fact that these rich lands existed and only awaited the putting of water on them to make them fabulously productive, became known to the men of money that there would be an inrush of investors and settlers."

ON SCHOOL LANDS

On August 12, 1902, Hill made application to the Commissioner's court of Cameron County to purchase two and one-half leagues or 11,007 acres

of public land out of original Spanish grants for \$13,837. Part of the consideration was that he "enclose it with a four-strand barb wire fence with good mesquite posts 12 feet apart and to erect on said land at least three good windmills with dirt tanks." However, the Harlingen town-site was located in a part of Survey No. 36, Cameron County School lands; part of Survey 290, Texas School lands and partly in Survey 289, a part of the fabulous King Ranch which Hill purchased from Mrs. Henrietta M. King for \$2.50 per acre.

LAND COMPANY CHARTERED

The Lon C. Hill Improvement Company was chartered August 10, 1903, and the following year the company became the Lon C. Hill Town and Improvement Company with a capitalization of \$200,000. Incorporators were Hill, Jim Dougherty and Dr. S. H. Bell.

From time to time Hill added to his holdings

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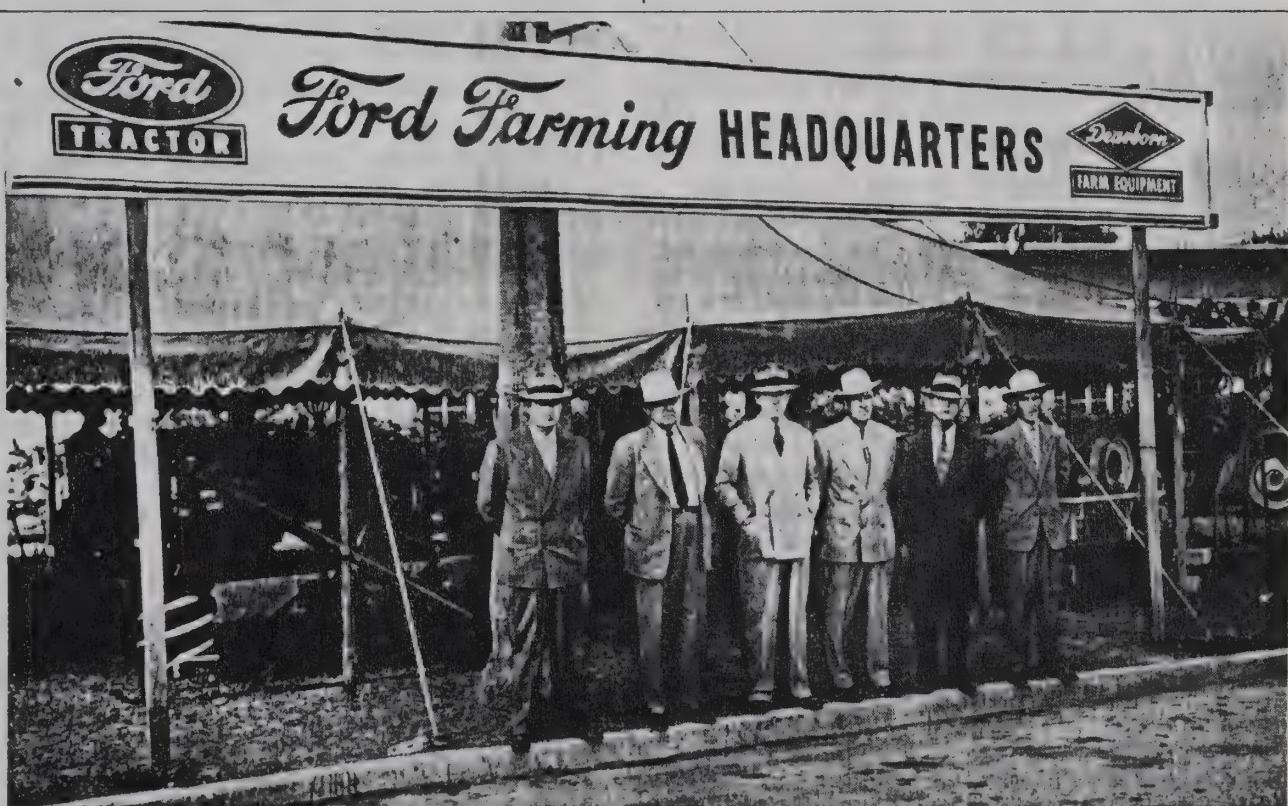
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L to R; Ike Werner, Raymondville; Pete Hathaway, Mercedes; J. Lewis Boggus and Jack Calhoun, Harlingen; Ralph Hughes, Edinburg; J. Lewis Boggus, Jr., McAllen; in a Valley Ford dealers display at the Valley Mid Winter Fair in 1948.

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and on September 10, 1907, he chartered the Harlingen Land and Water Company capitalized for \$300,000 with Hill, John D. Hill (no relation), Miss Paul Hill, Dr. S. H. Bell, and P. E. Blalock as incorporators.

In January, 1907, Hill began work on his irrigation system and by November 5, 1908, was able to make a certified statement that approximately 26 miles of canals were in a state of operation and approximately 75,000 acres were in irrigation or ready to be irrigated. He helped frame the state law that put into being the first irrigation district, Cameron County Irrigation District No. 1. Election returns filed on August 10, 1914, gives the date for its establishments.

TEN COVERED WAGONS

Ten covered wagons equipped with special wide tires to combat the sand in crossing "the desert country," each two wagons hitched together tandem, drawn by a team of four horses or mules, a chuck wagon, a three-seated hack called "the ambulance," and a buggy for Mrs. Hill and the baby, trailed by sixty head of livestock, a pack of hound dogs, and three of the Hill boys on horseback, made up the caravan that brought the Hill family of eleven and Dr. S. H. Bell and his four children from Beeville. They were accompanied by Mr. and Mrs. Thomas L. Jones and family of thirteen children from Mississippi, who joined them at Beeville with wagons for the trip which required thirteen days. They arrived in June, 1903. The Hills stopped at Point Isabel, the summer resort for Brownsville and Matamoros, until a hurricane scare sent them to Brownsville.

Hill opened a hardware and implement store in Brownsville to supply his many development enterprises. His activity in bringing in the railroad increased. On June 6, 1903, he served as temporary chairman of a meeting in Brownsville called to lay plans for raising the bonus required by the backers of the railroad. He headed the committee which solicited the funds and obtained the right-of-way. Since his town was to be at the junction of the main road and the Hidalgo Branch west, he worked even more strenuously for that project. Finally, he, John Closner, and T. J. Hooks underwrote the entire twenty thousand acre bonus.

Long before he started on his fabulous career as an empire builder, Hill knew that somehow he would have to obtain money to install a vast irrigation system to water the thousands of acres that he would develop and sell out in small farm tracts. He visioned the eventual extension of the Intracoastal canal through the Arroyo Colorado. A name reminiscent of Holland's rich heritage in water engineering was discussed with Col. Uriah Lott, president of the railroad then being constructed into the Valley. Col. Lott was of Dutch descent, his grandmother having been born, Eliza Van Harlingen, in 1783, in the town named for



One of the early day coaches that was driven in the Pioneer Days' Celebration in 1933. These coaches were not known for their easy riding.

her family. Hill checked with the post office department and found there was no town in Texas by that name so he chose it to honor his friend, Col. Lott, and for its significance in waterways.

In 1903, rumors of a yellow fever epidemic spreading down the river caused Mr. Hill to hastily move his family to his holdings north of the Arroyo. The camp site on the bank of the Arroyo was called "Salty Lonesome" by the family. Access to this home in the wilderness among the coyotes was by means of a "sendero," or lane, cut through the brush to Engineer's Point, a camp on the railroad right of way. The sendero extended west about two miles to Providencia Ranch headquarters where it made connection with the wagon trail that crossed the Arroyo on a low water bridge and then joined the Military Road into Brownsville. This four or five mile sendero was the first straight road cleared east and west in the mid-Valley and it became Harrison Boulevard in Harlingen.

Providencia Ranch, owned by Jesus Saldana, was famed for a well of sweet water. Much of Harlingen's early water supply came from his well. The teacher at the ranch at this time was Miss Margarita Villareal, now Mrs. G. M. Lozano, who recalls vividly the excitement among her pupils when the first train came roaring through the brush.

James Lockhart, as foreman for Hill, directed the clearing and grubbing of the Harlingen townsite and also managed the commissary in the first business building located at what is now South First and Van Buren, across from the present First National Bank building. Lumber for this small structure, which also housed the first post office, was hauled by wagon from Brownsville. Due to the large number of "grubbers" employed in clearing the brush, sufficient names of "residents" were available to make application for a post office at once. On June 24, 1904, the U. S. Post Office Department granted a permit for a post office at Harlingen, Texas.

A vivid picture of the setting that was to be Harlingen and of its founder was graphically

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pictured by the late Col. Sam A. Robertson of San Benito, who describes his first meeting with Lon Hill in a letter to John T. Floore, manager of the Harlingen Chamber of Commerce, on the occasion of the public celebration of Mr. Hill's seventieth birthday. The letter was published in the Valley Morning Star, July 29, 1932, from which is quoted:

"In May, 1904, I was laying the track and building the bridges of the St. Louis-Brownsville and Mexico R. R., now Missouri Pacific, from Robstown to Brownsville. When the point of steel reached Stillman's ranch, we sent a bridge crew ahead to build a temporary trestle over the Arroyo Colorado. Three days later, when the point of steel had reached Chas. Combes ranch, I mounted my old white horse, Caballo Blanco, to

fire. I rode over to the camp and met Lon C. Hill, Sr., for the first time, Gorden his son, a youth of about 17, Mose, John and Hick, his young boys.

HAD NO TENTS

"Their camp was about 200 feet north of where the Reese-Wil-Mond Hotel now stands. They had no tents, only a fly, no cots, bedrolls were on the ground, saddles for pillows. They had rolled in two barrels of water. Lon was supervising two or three Mexican servants in the preparation of 'chow,' a leg of venison being barbecued on the coals, a young javalina pig was stewing in an earthen pot. Mexicans were making tortillas and roasting sweet potatoes and green



BACK IN THOSE DAYS when Jackson street was called Main street. What seems to be a traffic light in the center of the picture is actually a street light. Traffic was limited and there was little need for traffic lights.

go ahead to the Arroyo to inspect the bridge work. At the time I was on crutches with a broken leg and old Caballo Blanco would lay down so I could get aboard.

As I rode along the new-made grade south of Combes, two big bull Mexican lions dashed across the grade one chasing the other; three or four droves of deer scampered across the right of way. About where the Southern Pacific R. R. now crosses the Missouri Pacific, a herd of javalina hogs had a drove of wild turkeys on the run. When I got up to about where the old frame depot of the Missouri Pacific now is, I noticed a bunch of Mexicans clearing a plot of land about 20 acres in extent. I noticed a canvas fly, a buckboard, horses, and some Americans around a camp-

corn in the ashes. A drove of chachalacas (Mexican pheasants) were sounding off in a nearby mesquite as the coyotes howled and fought over the offal of a deer Gordon had just shot and dressed, in the jungle, only a few hundred feet away.

"When I rode up on old Caballo Blanco, Lon, invited me to 'light' and have coffee. Introductions followed to his boys. My horse was tired and very dry. Mose (Lon C. Junior) made a life long friend of me by stealing from the cook a half bucket of water (which was scarce as hen's teeth) to give my dear friend Caballo Blanco.

PLANS FOR CITY

"As we drank coffee, Lon explained to me his plans for building a great city on the land, the center of the city to be about where they were sitting cross-legged on the ground. He explained

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Established at the present location in 1936 the cannery has had a continuous growth until now it has one of Harlingen's major payrolls. The cannery received its "E" award during World War II for outstanding contribution in production to the war effort.

THE H. E. BUTT GROCERY COMPANY AND THE CITY HARLINGEN

The H. E. Butt Grocery Company is very proud to have been a part of the fabulous growth of the city of Harlingen. It was in the Valley that the company started its fantastic growth which has made it the largest home owned grocery chain in the state of Texas. Now operating 83 stores in 34 cities, the company also operates more retail stores than any grocery chain in Texas. Many of the top officials of H.E.B. Food Stores made their home for years in Harlingen and still have many friends here. It is with a great deal of sincere feeling that they congratulate the city on this — their Golden Anniversary.



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MR. SAM LOCKWOOD
Market Supervisor

how he would build canals to bring in water from the river, put out great sugar plantations and build sugar mills and other industries to support the proposed city. And he carried on his improvement campaign as long as he could raise a dollar and he raised more than a million of them. At that time he owned about 25,000 acres of land, reach-

stable but with the panic of 1907 and the First World War he abandoned the idea.

By September, a small frame house had been built near the Hill home for Harlingen's first school which opened with fourteen pupils, seven of whom were the Hill children. Three were children of Mr. Hill's sister, Mrs. J. C. McBee and Mr. McBee, Frank, John and Elizabeth; two of the Jones' children, Lynn and Etta, also Henry Bell and Katherine Weller, daughter of Mr. and Mrs. A. H. Weller, who were recent arrivals.

W. A. Francis, first teacher, 1905-07, later was head of the English Department of A. & I. College. Miss Johnnie Phipps was the second teacher and Miss Lillian Weems (Mrs. Baldridge), the third, taught in 1908-09. The little school building was also used for Sunday School and for an occasional church service when a circuit rider or a missionary minister of any denomination was available.

Several Anglo-American families who came



PIONEER DAY PARADE, July 29, 1932 in celebration of Founder, Lon C. Hill's 70th birthday anniversary. Hill is shown in center of picture.

ing from Rio Grande out to the Arroyo and beyond Harlingen several miles, 45,000 acres running out from Rio Grande 16 miles including the present townsite of Mercedes. The original town of Mercedes was started at Lonsboro, one-and-a-half miles east of where Mercedes now stands.

"He had over 30,000 acres west of Raymondville a big rice plantation at Rincon, north of Brownsville, a cotton plantation in the Tulle Lake bed not far from his rice plantation.

RATTLESNAKE JUNCTION

The jungle covered the townsite and the whole country was infested with ticks, penilios fleas by the billions, rattlesnakes and scorpions and other pests in countless millions.

" . . . My construction and train men soon christened Lon's future city Rattlesnake Junction. At this time there was not a house in sight of the R. R. right of way from Robstown to Olmito and from Rattlesnake Junction to Havana, three miles east of Sam Fordyce."

In January, 1905, the Hill family moved from Brownsville into the first home built in Harlingen, but without the lovely wife and mother and little George. Both had succumbed to typhoid fever the preceding November. The home is now a museum site in Lon C. Hill Park, the former plantation headquarters. The large and pretentious stable, built of hand-made brick in his plant on the Arroyo, was used for many years as an office and exhibit room of the Valley Mid-Winter Fair.

It was the original intention of the owner to build a handsome home later in keeping with the



MR. AND MRS. SANTOS LOZANO, who came from Alice in 1905 and bought the first lot sold on Jackson street. Mr. Lozano started the first store on Jackson street.

before 1900, and located in the area north and west of the new townsite, were the only neighbors of the Hill family. Of these, the first to arrive was James Dishman, who established his ranch near Combes in 1893. Two years later, his wife arrived with their grand-daughter, Lena Templeton, then a child of seven, now Mrs. Sam D. Grant of Harlingen. Mrs. Grant says that they lived on the ranch two years without seeing another white woman or child except on one occasion when they went to Brownsville. About the only men they saw were stock buyers and Texas Rangers. The Dishman family received their mail at Passo Real on the Arroyo, where a German, by the name remembered as Christian Balduff operated a small store and the post office.

OTHER EARLY ARRIVALS

In 1898, three families came from the Indian Territory, the J. T. Avery family, Mr. and Mrs. Jesse L. Adams and Mrs. Adams parents, Mr. and Mrs. Ogan. The latter settled in the Tiocana

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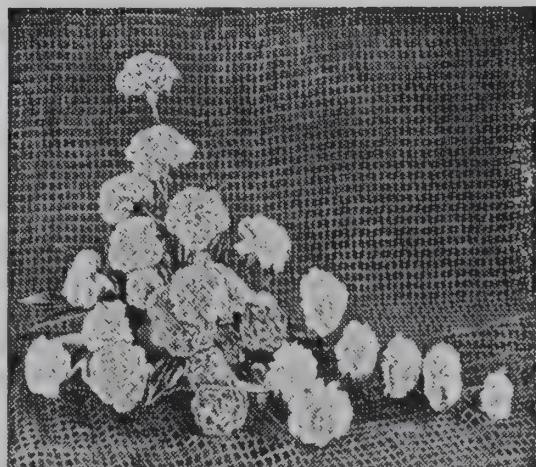
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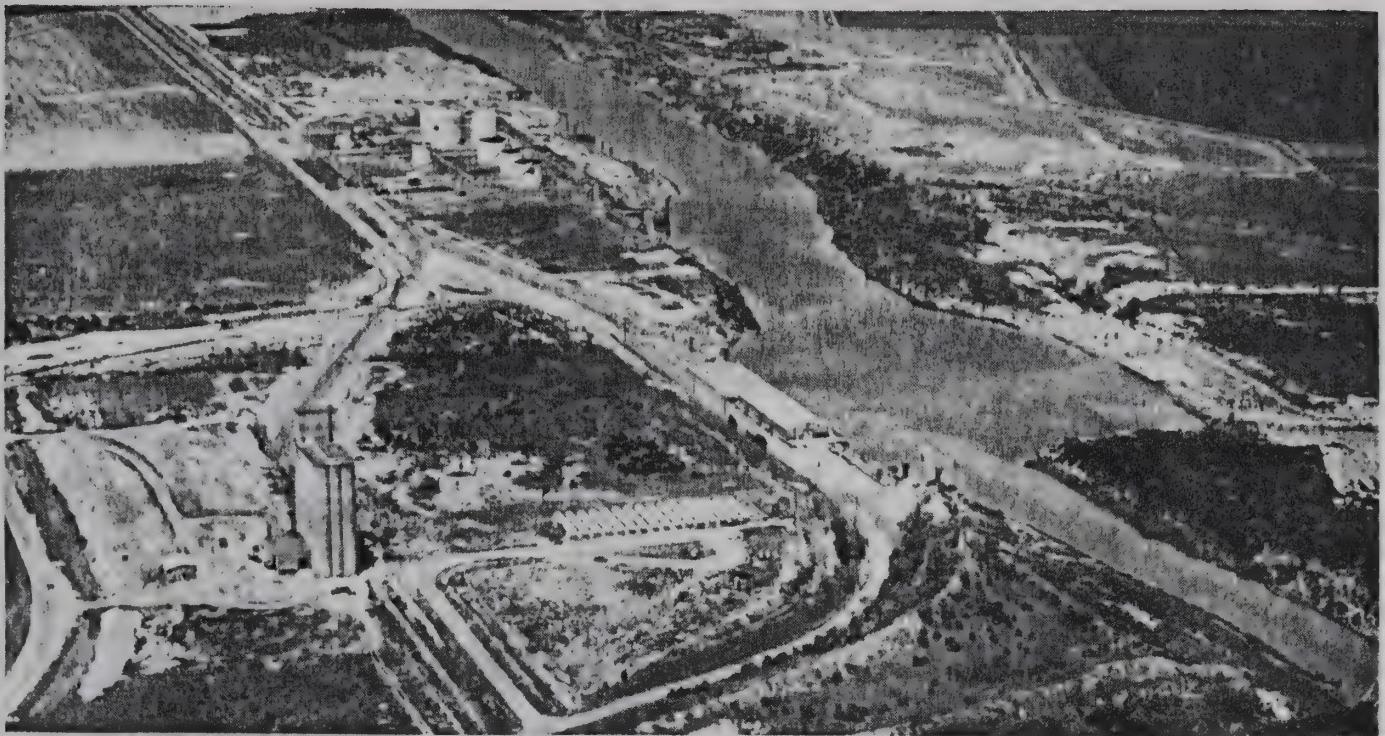
INTERIOR OF THE FIRST STORE on Jackson street, that of S. Lozano and Son, General Merchantile. Mr. Lozano, second from the left, with the clerks then employed in this thriving business. The store was started soon after 1905.

Lake district. The Adams daughter, Carrie, was born there soon afterward. The Ogans returned to their former home first, and the Adams left about 1912. The Avery's had two small daughters and a son, Harvey Avery, was born here at their home, now the site of the Municipal Airport. The Lockharts was the second Anglo family to move to the site of Harlingen. The third was the A. W. Weller family, who moved here from Brownsville in 1906. They lived at the two-story frame hotel, built by the railroad. Mrs. Weller acted as manager and Mr. Weller started in business across the railroad near the station. Their home was built in 1907, on the site of the present City Hall. Mrs. A. Goldammer, daughter of the Wellers, said that the brush was so thick it was impossible to see the trains go by only a short distance away, so her father cut an opening through the brush so they could see the trains. Deer often came through the brush past the doorway.

Families who came with the Hill's were those of James Lockhart, J. C. McBee, and Thomas L. Jones. The latter bought large holdings to the northwest which later became known as the Schaff Ranch.

Santos Lozano came from Alice in 1905, and bought the first lot sold on Jackson street. Early in 1906, he built a small frame store structure for a general store with living quarters upstairs. This building was removed in 1915 and the present Pioneer Building was constructed.

W. E. Hollingsworth, the first railway agent, lived first in quarters curtained off from the main part of the depot. A Mr. Woodall, engineer on the railroad, was a newcomer. The Ogans and the Anglins, previously mentioned, came in 1907, as did W. Z. Weems, dirt contractor. Weems brought with him from East Texas not only his teams and equipment but also his Negro workmen for the canal building, which he did for many



THE PORT OF HARLINGEN was planned and established by the early settlers of the area to be developed in a long range program, to materially effect the economy and growth of the entire Valley:

The Arroyo Colorado Navigation District of Cameron and Willacy Counties, Texas was created by an Act of the Legislature and an election held in July, 1927. An initial \$500,000 bond issue was voted to finance the port development and three commissioners were elected, namely: Mr. J. B. Chambers, Mr. Tyre E. Brown and Mr. J. R. George. In 1946 a bond issue of \$625,000 was voted to complete the port facilities, however, before the channel was completed there were many obstacles. After the first two contracts were awarded by the Government on dredging the channel in the Arroyo, but had not begun, the President ordered all new river and harbor work suspended. After many months the directors of the District were able to have the suspension removed and dredging from both ends of the Laguna Madre was commenced. Then work was delayed by owners of property needed for disposal of spoils, and after many months of negotiating and acquiring spoil areas — Port Harlingen was completed and dedicated February 27, 1952, with the first shipment of cargo arriving on that date. Due to the foresight, interest and application of the efforts of these progressive pioneer citizens, the port after 28 years of planning became a reality and their early dreams were fulfilled.

The port's 500 foot by 400 foot turning basin dredged to a depth of 12 feet and tied with a 125 foot wide channel 26 miles down the reaches of the Arroyo Colorado to the Intracoastal Canal in the Laguna Madre. Initial improvements were two cargo docks, a transit shed and an oil dock. There were 78 frontage sites on the turning basin laid out for lease for private docks and warehouses. The Navigation District owns more than 500 acres of land fronting on the turning basin and the Arroyo channel which are available as industrial sites under lease.

Since the opening of the Port in 1952, additional loading and storage facilities have been erected for use by private industries who have established their business permanently at the port. At present, there are six individual industries located at the port and two others located on the Arroyo Channel downstream near Rio Hondo. The

total tonnage handled by these industries has increased to over 215,000 tons per year. These industries namely: Mobile, Gulf, Cactus and Phillips Petroleum Companies; Mid-South Chemical Corporation; Valley Grain & Elevator Company and Columbia-Southern Chemical Corporation are serving the consumers of the Valley in increased quantities each year.

The valuation of the port facilities has increased from \$1,125,000 in 1952 to \$2,500,000 at present. With the increase in industry location at the port, additional acreage has been purchased for industrial sites; additional docks have been constructed and improvements for fresh water and rail service have been installed to accommodate existing and proposed business. This increase in industry and valuation has shown that the port has definitely effected the economy of the Valley by serving the citizens growing needs.

The Port of Harlingen is ideally centrally located to serve the entire Valley with water transportation for goods required moving into, as well as out of the Valley to points within the States and trans-shipment to foreign ports. With the difference between water and land rates, this area of the Gulf Coast of Texas is the logical point for the transformation of low-value, bulky goods into higher-value intermediates and finished goods.

The Navigation District is now planning for expansion of the port to meet expanding needs to include additional docking and warehouse facilities, as well as berthing and launching facilities for pleasure craft. The knowledge and experience which has been attained by our leaders in the Valley, which gives them a picture of continued growth of our area, know that the port will be utilized and demanded more and more as our Valley grows. The benefits of our water transportation facility in reaching all shippers and consumers, existing and projected, will more than justify every effort and dollar being expended on our port today and in the future.

On November 1, 1959 Colonel Edward L. Baw was appointed by the Board of Commissioners as Port Director to manage the port facilities. Present Board of Commissioners are Clifford H. Purdy, Chairman; J. B. Cocke, Secretary and Van C. Snell, Commissioner.

years. James F. Hathaway, a machinist, bought acreage on which he established his residence on the Stuart Road. He installed the pump plant on the Rio Grande for Lon Hill's canal system. Hathaway had teams and also contracted for clearing land.

In 1908, A. W. Elmore set up a barber shop, John Snavely, a farmer and a leader of the Quaker faith arrived. He was named superintendent of the first Union Sunday School, which



GIRLS High School Basketball Team, 1928, at the entrance of the first High School building. Located at 6th between Tyler and Polk, it was partially destroyed by the 1933 hurricane.

was held in the tabernacle on East Van Buren. Ike B. McFarland arrived from Houston to manage a lumber yard.

In March 1909, the J. J. Wiles family moved on to acreage bought north of the townsite. Judge A. W. Cunningham and E. J. Ernest organized a real estate firm to bring in settlers. C. F. Perry also was another who brought in settlers.

C. W. Waterwall opened a boarding house which later was operated by the R. L. Chaudoins who moved in from the Dilworth Tract in 1910. Still later it became the Verser House.

L. G. Nichols arrived in 1909, to manage the lumber yard which Lon Hill had sold to the South Texas Lumber Company of Houston.

A settlement of fourteen families of the Seventh Day Adventist church, started in 1909, caused the State Mission Board of that church to erect a house of worship, which was the first church built in Harlingen. The pastor, a Rev. Montgomery, and his wife were living in a tent nearby when the church was being built. They were injured in the storm of the spring of 1909. The wife recovered but Rev. Montgomery died. Later, most of the members of the colony removed to California.

The Levi E. and Ed E. Snavely families and the Earl Wetmores arrived in 1909, as did the G. E. Goodykoontz family, the McDonalds, the Dorough's "Captain" Patterson, Dr. D. B. McGhee, and Dr. C. W. and A. M. Letzerich.

H. D. Seago says that he came in with the flood of September, 1909, to work as secretary for

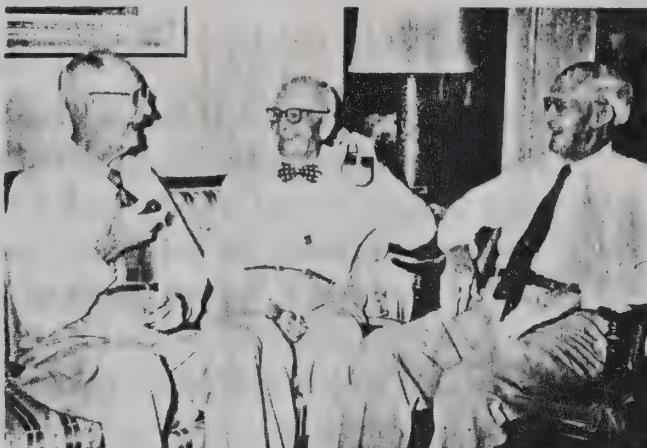
the South Texas Lumber Company."

Among the earliest of the land companies operating from Harlingen were the Rio Grande Land Corporation, which sold "Palmetal Farms" and "Arroyo Gardens;" F. Z. Bishop, with whom John B. Challes was associated; and the Rio Valley Land Company, R. L. Chaudoin, president and D. W. Swartz, vice president and sales manager.

VILLAGE DAYS

During the Village Days, train time was the event of the day; everybody met the trains, especially the pistol-wearing populace, and that was a big per cent of the people. Most of the men in the area were Texas Rangers, United States Mounted Custom Patrol custom officers. The others wore guns because it was brush country and a frontier.

The "Junction," first called facetiously, "Rattlesnake Junction," now known far and wide as "Six-Shooter Junction," was the mecca for hundreds of men engaged in the construction of the branch line and in other development fields. Target ranges were set up near the railway station and, whether for entertainment or for improvement of marksmanship, were well patronized.



THREE OF HARLINGEN'S OLDEST Pioneers. (Center) Judge A. W. Cunningham, first Mayor of City Council form of government, 1911. The Judge will be 97 on July 19, 1960. (Left) Dr. Nathan Powell, age 91 in August. (Right) C. W. Clift who came to Harlingen in 1902 will be 92 in August. The three men whose birthdays are within a month, all live in the same block on Austin street.

As the trains came into the station those Stetson-wearing Texans would be blazing away with their six-shooters in spirited competition. So it is no wonder the conductors would shout "Six-Shooter Junction! All out for Six-Shooter Junction!" Even the passengers going through were wont to step off and take a shot or two before going on to more civilized parts. The more timid would stand agape.

The village centered around Van Buren and First Street where the railroad had built a hotel in 1906, a two-story frame structure with two baths. Mrs. A. H. Weller was the first and Mr. and Mrs. B. F. Ogan were the second managers. In the fall of 1908 the hotel was bought by C. S. Moore and was known as the Mooreland. In 1928 it was razed and Moore erected the Madison Hotel now being replaced by an office building. In 1908

ESTABLISHED 1919

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CONCRETE PRESSURE PIPE

Forty-one years ago W. T. Liston Co. started as an idea of a General Contractor and his son: W. T. Liston and W. O. Liston. It all began in the rear of the old South Texas Lumber Co. when the Listons felt the need of a plant for the manufacture of concrete irrigation pipe. The first forms were constructed under the shade of a big tree in the lumber yard. For some time it was operated as a side-line to the General contracting business. It became so successful and so important to valley agriculture that the W. T. Liston concrete pipe plant was built in 1921 by W. O. Liston . . . on Harrison Street right where the big H. E. B. No. 2 Store stands today. Demand, valley wide for the Liston concrete irrigation pipe prompted the opening of a second plant in Mission in 1927. And a temporary plant in Laredo in 1941 to take care of building the Laredo Air Base. In 1955 the Liston Co. purchased the Southwestern Concrete Pipe Co. in Hargill. Noted above is Liston's newest addition to the concrete pipe industry, and is the finest available.

The Liston Ready-Mix Concrete Co. was organized in 1953 at the Harlingen location and has appreciated steady growth since that date.

HARLINGEN

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MISSION

DIAL: JU 5-1639



HARLINGEN IN 1915, showing Monroe street in the foreground, tents of soldiers around the present Methodist church and in the south. Shown also is the Weller building at Jackson and "A" and the Hill building at Van Buren and First (from rear on right).

the Ogans built a two-story frame hotel on the west side of the railway which they operated for many years.

The first brick building was erected by Lon C. Hill, at the northwest corner of Van Buren and First Streets. A. E. Anglin says that it took a long time to complete the building, as Hill would have the bricks made by hand in his kiln on the arroyo, hauled by team and put in place and then would have to stop construction while the Mexican labor could make more bricks by hand.

The first floor was occupied by the Harlingen State Bank of which Searcy Chambers was the first president, and a general merchandise store, operated by Sam Botts and Fred Chambers. Offices for the Hill interests were upstairs as were the sleeping rooms for the canal riders. Frank Martin, who lives on Lee Street, was one of the canal riders. Across First Street to the east was a stable where horses for the canal riders were penned. Beyond was a lumber yard managed by Pat Haley, Sr., who also was the village coronor.

One block to the east stood the Prisoner's Tree; to which was attached six heavy trace chains, used for the safe-keeping of lawbreakers until they could be transferred to the county jail.

The only modern convenience of the town was a small telephone exchange connected with

Brownsville and serviced through Mr. Hill's private line to his pump plant on the river. In 1909, a telephone exchange with twenty subscribers was opened in the home of a Mrs. Hoffman who was the first operator. Later the exchange was moved to an upstairs back room of the Hill Building.

Harlingen with a probable population of 500 at this time had neither sewage, lights, gas, or a water system. Most residents had water barrels or tin tanks which were filled by water-carriers who hauled in water from outlying wells and charged fifty cents per barrel for this service.

The first major business of the new city government other than the framing of ordinances was to provide a water system. At the second commission meeting it was voted to "Order an election for issuance of Water Works Bonds amount not to exceed \$12,000; election to be held July 19, 1910." Thirty votes were cast in this election, all for the project and none against.

Apparently the women of early Harlingen days were civic minded as now, as minutes of the city council, Feb. 6, 1911, read: "voted to extend thanks to the ladies of the Harlingen Civic club for their effective cleaning and beautifying of the town of Harlingen; that the city marshal instructed to assist these ladies in any way possible in their work; that we stand ready to put into operation any practical ordinance that may further their efforts."

Evidently the ladies were much inspired b-

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Harlingen

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An Organization Specializing In Agricultural Credit

Offices located in Harlingen — Raymondville — Alamo — San Juan



Shown back of the present members of the Hill family is the first home built in Harlingen. Built in 1905, it is now a museum site in Lon C. Hill Park, the former plantation headquarters of Lon Hill. Moving from Brownsville in 1905, Lon Hill planned this as a temporary residence until he could build a larger home.

this vote of confidence in their organization's work, as minutes of an adjourned meeting held three days later read, "voted the club be assigned two block of drainage ditch between Harrison and Jackson Street." Later the women made a request through the cemetery association that a cemetery committee be appointed. C. W. Clift, E. W. Anglin, and B. F. Surface were named trustees.

At Harlingen's second municipal election, held in the office of Cunningham and Ernst, April 4, 1911, only 44 votes were polled. John D. Hill received all 44 votes for Mayor as did Dr. C. W. Letzerich for commissioner. R. S. Chambers received 42 votes. Cunningham was presiding judge; James H. Ewing and Hubert Barry were judges and S. P. Eaton and R. I. Dudley were clerks. Immediately upon being sworn in as mayor, Hill resigned. McFarland, retiring mayor, was nominated to fill the unexpired term but requested withdrawal of his name. A. W. Cunningham was appointed by the commission to serve and was sworn in at a special meeting April 28, 1911. That sequence of events gave Harlingen three mayors in one day.

To get modern municipal facilities was the aim of this administration. A bond issue of \$22,000 for a water works and an electric plant, and \$10,000 for the improvement of streets, roads and bridges was passed by a vote of thirty-two for, and four against.

The first money-raising ordinance provided for the licensing of dogs at \$1.00 each. Some of

the retail businesses were taxed and others licensed.

CHANGES VOTED

When Harlingen's population numbered 1,126 in 1911 the city, then eligible under state law, voted a change to the city council form of government. H. D. Seago, presiding judge, certified that 26 votes were cast with E. L. Fender, Jacob Miller, and J. M. Denton, Dr. C. W. Letzerich. They with Mayor Cunningham became Harlingen's first city council.

In the city election of April 1912, L. S. Ross was elected mayor and A. H. Weller, J. M. Denton, M. V. Pendleton, former city clerk, H. A. Gibbs, and R. L. Chaudoin were elected aldermen. Oesco Morris became city marshal and F. T. Kirkman, the new city secretary.

Mayor Ross, son of former Governor Sul Ross, famous Texas Ranger, was also president of the then Harlingen State Bank. He provided a private office in the bank for the conduction of the city's business. He was authorized to buy office furniture and provide stationery.

In an attempt to get Harlingen out of the mud, a contract was let to William Tenant to build and install wooden platforms for street crossings.

In 1914 Mayor Ross and three of the aldermen were re-elected. W. J. Weems, Jr. became the new city tax assessor collector.

In October, Mayor Ross died and Miller V.

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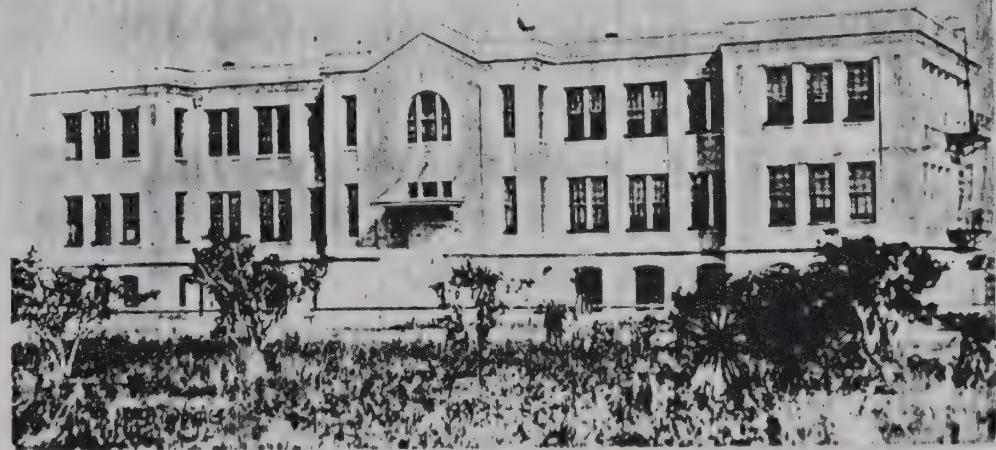


HARLINGEN'S first Football Team in 1913. Rear right is Professor W. E. Sturgeon who was then Superintendent of the schools. The names of the members of the team were not available although some of the present day residents of Harlingen may be able to identify themselves.



THE SOLDIERS shown were of the 26th Infantry U.S. Army who participated in the defense of Norias. A bandit raid and fight at Norias on August 8, 1915 resulted in two soldiers and four bandits losing their lives.

HARLINGEN'S first brick school building, located on East Jackson street. It was occupied in 1912 for the first time and later became known as Central Ward and Sam Houston school. The building was remodeled several years ago and is now an office building.



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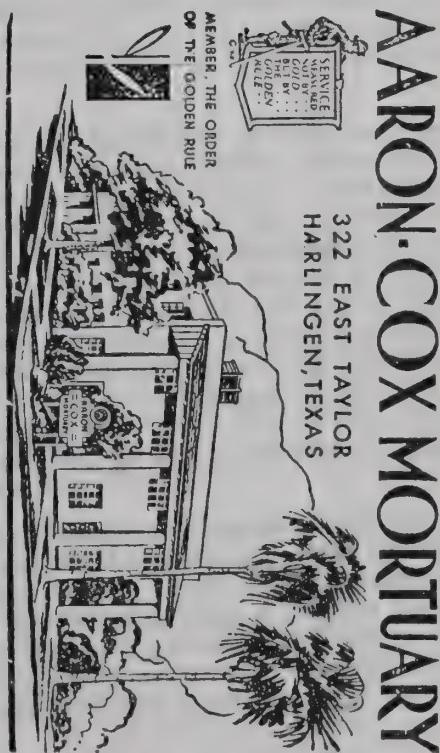
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Pendleton was named to fill the unexpired term.

On July 20, 1915 the city fathers made an accounting and determined that the city was \$6,000 in debt and ordered the amount be funded by treasury warrants. There was no change in the city officials in the 1916 election.

BANDIT TROUBLE

According to many old-timers, the period of 1915-1917 known as the Bandit Trouble, was a period of terror to many people who boarded up their houses, turned their cows, pigs, and chickens loose, and left for other parts. The railroad put on special trains and still could not get the people out fast enough. Many people never returned.

A major loss during these troublesome times was the burning by Mexican Bandits of the Hill Sugar Mill on July 17, 1917. The plant, a \$125,000 investment, had begun operations in November, 1911.

Almost every home became an arsenal. Men taught their wives and children how to shoot and held frequent practice sessions. Miss Paul Hill has often said, "There was a dark robe and gun at the foot of every bed in our house in those days." Women carried their six-shooters as customarily as their purses and if, at home, kept one handy or in an apron pocket.

Harlingen was headquarters for Sixth Cavalry, the Texas National Guard, and the 26th Infantry, under the command of Gen. Robert Lee Bullard.

The minutes of the Council August 6, 1916, ". . . ordered a committee of three to consult with Texas State Adjutant General Hulen for plans of cooperation between the general and the city council and the city health officer regarding the Camp Site."

The problems of regulating wandering livestock and odorous hog-pens, having plagued the city fathers for the past five years, apparently had been resolved. Now, the City Council is pondering over ordinances "compelling citizens to cut weeds on their property and to regulate speeding automobiles by setting the speed limit at 15 miles per hour," also, ". . . thirty minutes after sunset and thirty minutes before sunrise, automobiles must have lighted head-lights and a red-lighted lamp in the rear." The curfew regulation was amended to allow children to stay out as late as 10 p.m.

In 1919, an ordinance was adopted which banned the construction of wooden buildings or such being moved into the fire limits of the downtown section; also, "Everyone owning a wooden building in the area was directed to appear before the council and show cause why such wooden buildings are not to be declared a nuisance and abated or removed."

This significant step proved that the village days were of the past and that Harlingen, after a brief youthful period, was emerging as a progressive city.

1920-1930

The decade of 1920-1930 was marked by the greatest amount of public improvements and a phenomenal growth of the city. The 1930 census showed a population of 12,124, a gain of 680 per cent over the 1920 census of 1784. Numerous bond issues totaling many hundreds of thousands of dollars were voted during the decade for extension and improvement of practically all facilities including sanitary and storm sewers, street paving, enlargement of the water and light plants, installation of incinerator and a sewage disposal plant, building a jail, city hall, woman's club building and library, auditorium, country club and an 18-hole golf course, and many other public improvements.

When in 1925 the population reached 5,000, the city became eligible for "home rule" with more power. Accordingly a committee of fifteen men was appointed to assist in drawing up a new charter. These men were Tyre E. Brown, C. H. Brown, B. H. Brindley, John Baker, J. I. Coursey, A. A. Kimmell, Lon C. Hill, Jr., A. E. McClendon, S. A. Thompson, J. R. Roberts, A. L. Lewis, E. P. Hornaday, L. G. Nichols, Lloyd H. Thompson, and DuVal West. This charter, adopted Feb. 24, 1927, was replaced in 1947, and again a new charter was adopted in 1956.

The idea of the Valley Mid-Winter Fair, said to have originated with the late W. T. Hodge, was put into effect in 1920. The event was for many years one of the outstanding such events in the state. By 1950 this "Show Window of the Valley," as it was called, drew an attendance of 90,000.

Construction was booming. Five brick churches were completed, two at a cost in excess of \$100,000 each. Four schools were built, also the \$125,000 municipal auditorium having a seating capacity of 2,300; a \$10,000 woman's building and library, a fire station and city hall, a nine-story building and two large hotels.

The Southern Pacific railroad completed its lines to Brownsville and began operation with its district freight and passenger offices here in 1927. This was the period of greatest activity of Land Company development programs in the Valley. Train loads of land parties from northern states arrived almost daily during the winter. Thousands of small vegetable tracts and newly-planted citrus orchards were purchased by individuals who were brought here on excursion trains by land men. Stuart Place, developed first by Thomas F. Lee and called Leeland was brought to its greatest development by R. T. Stuart and associates.

Another large tract developed near Harlingen was Adams Gardens with a total of 9,700 acres of brush land not improved until about 1930. Charles F. Ladd planted the acreage for the initial development, followed by others and subsequently was taken over by Sid Berley.

Big news during this time was the half-million dollar bond issue to dredge the Laguna Madre and the Arroyo Colorado to this city; sale of the city's electric light plant and water plant, the latter repurchased at a later date.

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The 1930-1940 period was one of contrasts in Harlingen. With the Valley, Harlingen also was the last to feel the effects of the Depression and subsequent "bank holiday." Barely over that economic blow, nature struck another blow in the hurricane of 1933. Half-page high headlines of up-state newspapers, such as—"Harlingen Wiped Out," though erroneous, brought countless offers of help. However, through the help of the Red Cross, the immediate relief of needy people was promptly met. There was no loss of life. The problem of drainage was pointed up.

In 1937, Harlingen began showing recovery when building permits jumped from a bare

throughout the service as the "show place" of the Air Force. Its headquarters and barracks streets were lined with tall palms and flowering shrubs, and a citrus grove remained in its boundaries.

During the war years the executive office of the Cameron County Ration Board was located in Harlingen with branch offices in Brownsville and San Benito. Due to there being three military installations and an international airport in this county, the volume of work was much above the average county.

General Chairmen were R. C. Pryor, Frank E. Davis, and Charles H. Brown. Gerald W. McKenna, executive secretary from the beginning to 1945, says that at the peak of activity the



HARLINGEN IN 1915. Commerce street view showing Letzerich building at Jackson, early railway station, Alamo school and James Lockhart home, all west of the railroad.

\$50,000 to \$390,998 in one year. Population increase for the decade was only ten per cent.

The term, "Our Valley," came into general use during these years when many cooperative enterprises put the "Magic Valley" before other Texans. Harlingen's central location, its auditorium seating 2,300, and hotels enough to supply five hundred rooms, made it easily the convention city of those years.

The city's initial industrial development came at this period. New processing and canning plants, icing plants, more cotton gins, two large cotton compresses, and two large cotton oil mills were some of the industries developed through the needs of a rich agricultural area.

A sharp increase in winter visitors during these years gave promise of the later development of the tourist business in the economy of the city.

The establishment of the Harlingen Air Field in July 1941, for the training of gunnery students was a major factor in the growth of the city during the first half of this decade. By April of 1945, about 48,000 gunners claimed HAAF as their Alma Mater, and the field was known

Board had about twenty-five employees and more than fifty volunteer helpers. "The cooperation of fifty top men of the country working on the various boards helped this county rate as one of three highest in efficiency and service in the sixty-three county district area," he said.

When the Field was deactivated in February, 1946, it was taken over formally by the city on March 21. This action gave Harlingen a municipal airport that ranked with four others, then, as the top five airports in the nation. On September

REPORT FROM BROWNSVILLE . . .

"From five to six special trains of homes seekers and land buyers from the Central North are expecting to reach the Lower Rio Grande Valley Friday and Saturday.

The first commercial freight out of the Valley was made by Milton Cross of Matamoros, a car composed of fifty-two bales of Mexican cotton and hides.

The first car of vegetable went out in March, 1905, a car of onions, sent by the MacDavitt Bros. of Brownsville to Albert Miller Company, Chicago."

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HARLINGEN, TEXAS

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7, 1946, the former military installation was dedicated as a municipal airport by Rear Admiral C. A. F. Sprague, Commander of the Corpus Christi Naval Air Station. The event launched the first "Air Day in Texas." The second annual "Air Day in Texas" was extended to three days, October 24, 25, 26, 1947, and was an outstanding event in Harlingen's history.

From this field was flown the first commercial air cargo from the Lower Rio Grande Valley—a plane-load of strawberries shipped to Canada. When the Valley inspired "Texas Brag Dinner" was held in Washington in 1946 a "Bragging Buggy" was flown from Harlingen filled with Valley fruits and vegetables for the dinner. Another unique cargo from the airport was the world's first bale of cotton of the 1947 season.

Three inter-city projects having their inception here in the mid-forties were the Rio Grande Valley Golf association for the purpose of staging the annual open golf tournament for professionals throughout the nation; the Bougainvillea Trail of Texas, Inc., and outgrowth of a suggestion of Mrs. N. B. Lackland and the organization of the Valley Farm Bureau.

1950-1960

A general picture of Harlingen's growth in the past decade is outlined in the broad strokes of a few pertinent statistics such as the comparison of the true value property real and personal, of \$68,178,261 in 1950 with \$128,509,400 in 1959. Of this latter amount the real value was \$99,163,000. Another statistic that illustrates the city's growth is the increase in income derived from the two per cent gross receipt tax of the utilities—gas, electricity, and telephone. The total of \$22,650 in 1950 and \$69,605 in 1959, represents a 300 per cent increase in nine years.

During this period, according to Frank Lucas, finance director of the city, revenue from sources other than property tax increased from \$170,880 to \$381,859. Expenditures for operation of the city, including payment of the debt, were increased from \$482,922 to \$1,251,318.

A definite sign of growth of the city is the fact that more subdivisions (nineteen containing 535 lots) are now being developed than at any time in its history. Construction work a sure sign of a growing city, hit high peaks in 1952 when \$4,540,859 in construction permits were recorded and in 1957, for a total of \$6,329,072. In March 1960 alone, permits totaled \$519,995,000.

Reactivation of the Harlingen Air Force Base, April 1, 1952, was a major factor in the city's growth, which is marked by a seventy-four per cent increase in population. Estimated population on the fiftieth anniversary of its incorporation is above 38,000. Population of the base approximates 3000.

Port Harlingen, six miles east of the city on the Arroyo Colorado, was formally opened on February 27, 1952, and since has had a substantial growth in the number of industries. Tonnage

has increased from 25,000 tons to 200,000 tons.

Tourism as a factor in the city's economy has exceeded all expectations during the past five years. According to Jeff Bell, secretary of the Chamber of Commerce, the tourist industry in Harlingen has increased in this brief time from one million to five million dollars. A total of 632 individuals joined the city's Tourist Club the past season. Many other tourists, and winter residents, never take out membership. Within the past few months more than one hundred inquiries have been received at the Chamber of Commerce from people interested in Harlingen as a desirable place to live after retirement.

The Fiesta Turista, staged annually for the past four years, has become a week-long round of special events in which local residents share with the visitors in management and participation. William Pletcher has served as local chairman, assisted by Mrs. J. B. Cocke and others.

Two other events that have come into the forefront with national recognition during this decade are the "Life Begins At Forty" Annual Golf Tournament in early February, now in its eighth year, and The Nation's First Bale of Cotton Contest and First Bale Auction, held during the annual Cotton Week in June. Both of these events are described in detail elsewhere in this booklet.

Harlingen, a hub city, also is a medical and hospital center. The new Valley Baptist Hospital, completed in 1956, is a two and a quarter million dollar plant. Additional facilities are the Sams Children Center, the Reber Memorial Radiation Clinic for cobalt treatment of cancer, and the School for Vocational Nurses.

The Harlingen State Tuberculosis Hospital, completed in 1955 at a cost of \$2,368,000, received its first patients January 9, 1956. Dr. Ellison F. White, superintendent since its opening, says that the hospital first reached its capacity of 550 patients in June, 1957.

A third hospital, that of the Air Base, cares for the military personnel, their dependents, and also retired military personnel who live in the Valley.

The number of qualified medical specialists in Harlingen is much higher than in many towns much larger.

Indicative of the importance of Harlingen's increased position as the pivot city and transportation center of the Valley is the amount being spent by the state and Federal governments within the city limits for the two expressways, US Highway 77 and 83 — ten million dollars is the impressive figure. Spur Road 329 to connect the two free-ways and adjoining roads is scheduled for contract in June. Already, tourist traffic through Harlingen, Matamoros, and Victoria, Mexico to Mexico City, the shortest route for many points of the country, has more than doubled.

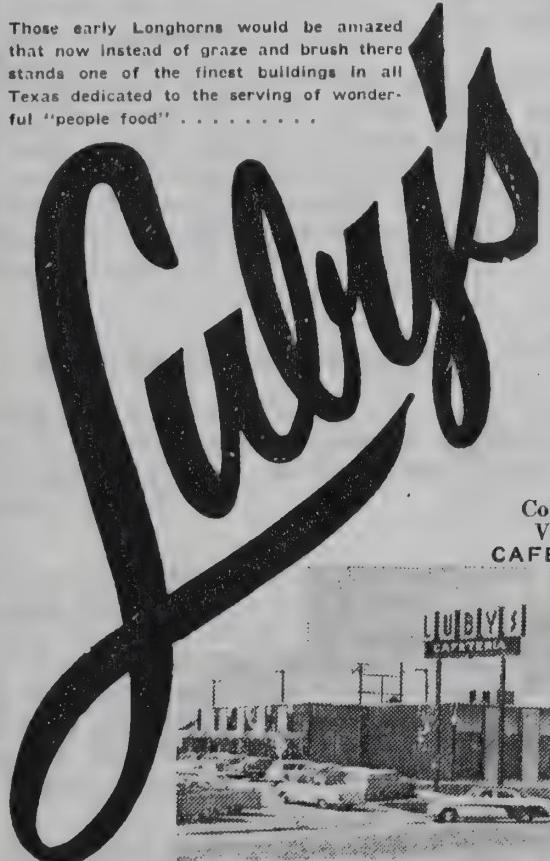
It was pointed out by Marshal Bingham, City Manager, that city improvements are in keeping



J. C. Penney . . . 1929

. . . IN 1910 THE CATTLE GRAZED
WHERE NOW THE MEAT IS SERVED . . .

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with all other advancements. About five million in bonds has been issued for this period in order to catch up with a back log accumulated during the war years when improvements could not be made due to shortage of materials and manpower.

New construction in 1959 at the Harvey Richards Field, in effect, puts the municipal airport in a key position when air lines switch to larger type planes.

Of the city's four fire stations, three were built in the last ten years.

Also constructed during this period were the new city hall and the Lon C. Hill Memorial Library Building, the latter at a cost of approximately \$100,000. Cost of construction and furnishings of the city hall was \$235,380. Total fixed assets of buildings and the equipment used in operation of the city is \$2,331,358. Total street, sidewalks, and alley improvements, with equipment for their maintainance, is \$3,718, of which amount, \$223,625 is designated as off-street parking lots.

According to City Engineer, Kenneth Caldwell, the sewer system, both storm and sanitary, has been doubled in the last decade to cope with a doubled population. Caldwell also points out that within the next thirty days a new sewage treatment plant will be in operation which has the capacity to accomodate a population of 70,000.

Harlingen's public school system has kept pace with its community's growth. Its 14 school plants are staffed by 402 teachers and attended by 10,463 students. The increase from an enrollment of 5,662 in 1950, points up another double in population of this decade. Enrollment in the department for the exceptional or handicapped children has increased to 133. Fourteen teachers work with this group.

Harlingen's new senior high school, first occupied December 19, 1958, is considered one of the most modern schools in Texas. Total cost of the project including grounds was \$1,485,000 according to Warren W. Ballard, School Business Manager. C. M. Callihan is serving his first year as superintendent.

Back In Those Days: — — —

The late Gregorio Garcia, who came here in 1910, published the first Spanish newspaper in Harlingen. His paper, *El Precursor*, began publication in 1915.

* * *

Salaries of members of the first City Commission were \$5.00 per month each.

The first City Council Meetings were held in the "Commercial Club Building," rent of which was \$5.00 per month. The "Commercial Club" and the early Chamber of Commerce, probably were one and the same thing, according to Herbert N. Seago, manager of both in 1910.

* * *

Harlingen's first produce shed, one of the first in the Valley, was opened by the late W. T. Hodge, who moved here in 1914.

Lon C. Hill Memorial Library

The Harlingen Public Library, largest public library in the Tip O' Texas area, has made a spectacular growth that started upward in 1950 and was given impetus in 1951, by occupancy of the new \$100,000 air-conditioned Lon C. Hill Memorial Building.

A library building having forty percent of its wall area in glass is the ultra of modern library planning and is unusual even for Texas. Another feature, unique for a library, is a screened porch area of 2,200 square feet having an interior border of plantings along the inside screen wall. Plans are being drawn for utilizing one of the porch areas as a room for the Texas and Southwestern history collection. This \$5,500 project will be completed by July, 1960.

Area of the interior of the buliding is 51,000 feet. The book collection is above 37,000 volumes.

How this town, incorporated in 1910, has grown in the short space of fifty years, is an interesting story of cooperation as exemplified in the building of the memorial library. A building fund for a new library was started first as a Rotary Club project, as a war memorial, and later was enhanced by \$35,000 from the city and was completed by individual donations of \$5,000 each given by H. E. Butt, Hill Cocke and J. Lewis Boggus and a \$20,000 donation by Lon C. Hill, Jr. and family. The building was named for the father of Mr. Hill, founder of Harlingen. Individuals who gave much assistance in the project were the late R. C. Pryor, Dr. Ernest H. Poteet and M. H. Connelly, former members of the Board and W. B. Briscoe, former City Manager. The Harlingen Junior Service League purchased the furniture and shelving for the children's room and provides the weekly story hour and workers for the Summer Reading Club.

The Library was started by the Harlingen Study Club in 1921, upon motion of Mrs. F. L. Crown and was a club project until 1925, when the club presented the library to the City.

Mrs. C. A. Macy, first salaried librarian, was followed by Mrs. Margaret Rork. Mrs. Gerald McKenna, a board member since 1928, became librarian in 1939.

From 1943 to February 1946, while Mrs. McKenna was on leave of absence as Librarian at the Air Base, the duties were assumed first by Mrs. William Clark and later by Mrs. Lucile F. Cocke.

In 1927, the library occupied a room in the newly completed Woman's Building. In 1941, it was moved into the new East Annex of that building. The final move was made in 1951.

Present appointive members of the Harlingen Public Library Board are Miss Paul Hill, Mesdames Polk Hornaday, Gordon Nix, and Jack Skaggs, Gene McCullough, Troy McDaniel and Sam Sacales, who is the 1960 chairman.

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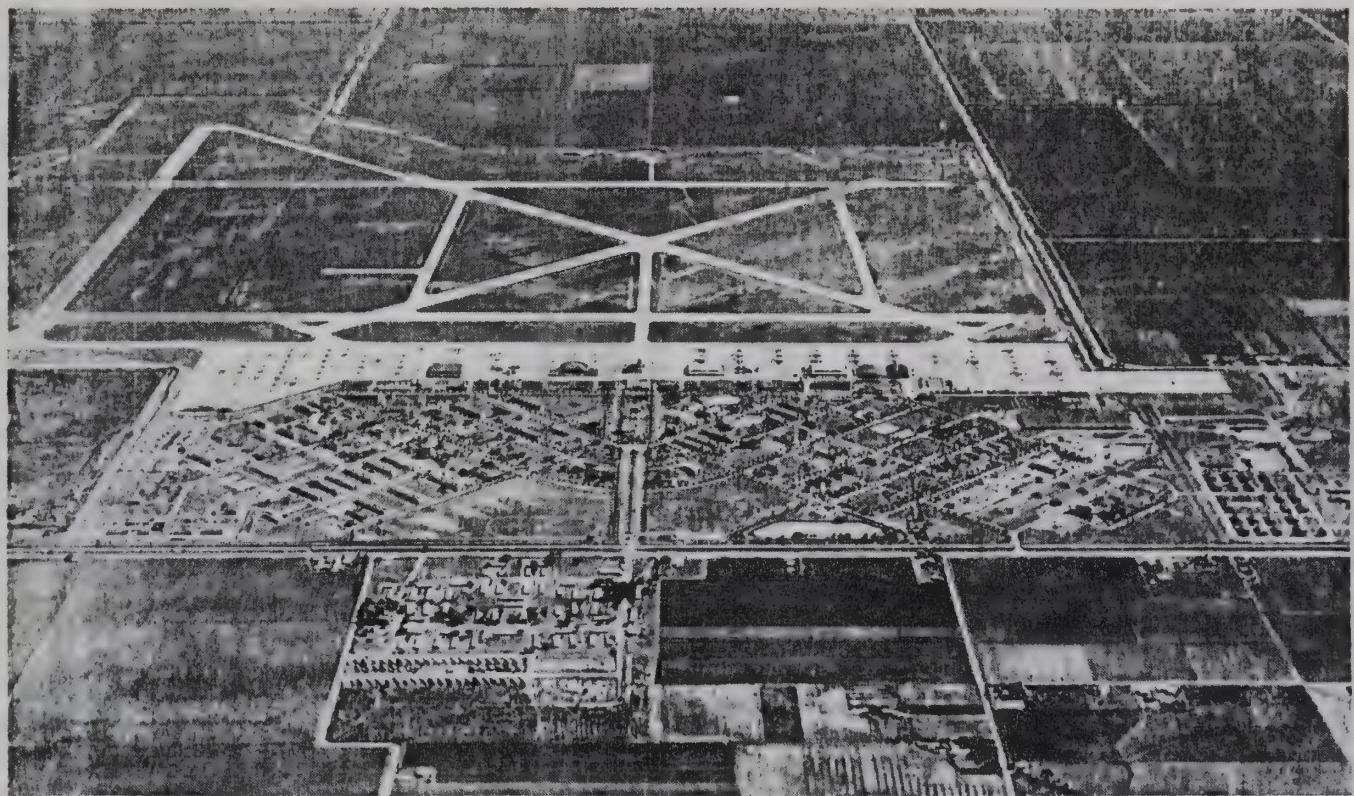
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The Pride Of Harlingen! H. A. F. B.



But for the ambitious, patriotic efforts of a few farsighted civic leaders in the Valley, there might never have been an Harlingen AFB.

Spread out over 1,595 acres, progress of the base, which now is the primary source of navigators for the entire Air Force, has been parallel to that of the city of Harlingen, now observing its 50th birthday anniversary.

It can certainly be credited with playing a major role in the rapid growth of the city.

As early as 1938, air minded city officials launched a program designed to stimulate interest in making

Harlingen a commercial airport center. On several occasions, they extended invitations to the Civil Aeronautical Authority to consider the city a possible port site.

1940 awakened popular enthusiasm for the defense of the United States. Mayor Hugh Ramsey made a definite proposal to the War Department.

City officials along with Senators Tom Connally and Morris Sheppard pointed to a number of factors which made Harlingen attractive for military training.

In addition to the climate, the flat unbroken terrain, which proved a stumbling block to the location of various Army organizations—Infantry, Cavalry and Anti-Aircraft—later was one of the principal assets for flying and gunnery training.

Also considered were the natural qualities of the location, the nearness of roads, railroads and the availability of great plots for a ground range.

In order to make Harlingen more acceptable, Mayor Ramsey staked out some maneuvering grounds, consisting of several thousand acres a few miles east of the city and north of the Arroyo. Commitments were also se-

cured from the owners of the great King Ranch to make available 60,000 adjacent acres.

It wasn't until 1941 that the first news about the Harlingen site being accepted by the military was made known.

On Feb. 11, The Valley Morning Star carried an Associated Press news story concerning a hearing at Victoria by the Game Fish and Oyster Commission of Texas regarding the protest of local commercial fishermen against the bombing of the Bay area here.

Army officials at the meeting revealed that they intended using Padre Island for a gunnery range, operating from the Harlingen Air Training base that was

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(Left to Right)

Ramon Ortiz, Gilberto Villafranca, S. T. (Toby) Hyde, John Stoll, John Brackin, Mike Hodes

yet to be constructed.

In March, Air Corps officials in Washington announced approval of the project, and on May 6, Sen. Connally telegraphed from the Capitol that the War Department had officially announced its choice of Harlingen as a site of an air base under the U. S. Army Air Corps "30,000 Year Pilot Training Program".

Authority was granted to begin construction as soon as possible with an overall appropriation of approximately \$3,800,000.

Mayor Ramsey then entered into negotiations with Major L. H. Hewitt of the Corps of Engineers, and on May 31, 1941, signed a lease between the City of Harlingen and the U. S. Government. The city agreed to rent 960 acres of land adjacent to the city for \$1 a year for 24 years, subject to renewal and bearing an option for purchase at \$75 per acre.

The lease was approved by the Adjutant General on June 14, 1941. That same month, the Adjutant General gave approval authorizing the construction of a flexible gunnery school here, allocating \$3,770,295 for the project.

Average cost of the 960 acres was \$75 per acre; one acre was secured for \$60, the lowest price paid; 20 acres of mature orange grove were purchased for \$12,000, the highest price paid. Approximately 15 farm houses were moved from the tract, and the city went to the extent of draining certain areas where low-lying ground collected water after heavy rains.

The first building at Harlingen AFB, an office for the contractors, was erected July 11, 1941, and records show that work on the field had already begun by Aug. 5 of that year.

By mid August, 1700 men were employed on the project, and by September, reached a total of 1900. On Sept. 15, the program was reported 30 percent completed, with the payroll for the month totalling \$61,000.

By the middle of October, the field was "beginning to take shape and substance" with the work being 50 percent completed. Among the first buildings erected were the post chapel, a headquarters building, a hospital and barracks.

In November, the first steel sections of the 500,000 gallon water tower swung into place and by late December, it was finished. By this time, steel work on two hangars and the control tower was well underway.

Probably more than any other military man in being instrumental in the air base being located here, was the first base commander, Col. John R. Morgan, who now retired, resides on Garrett Road, west of Harlingen.

With other officers, he visited the proposed site and considered it a "natural" for an air base after Army ground officers had rejected the area. He had a deciding hand in selecting the location.

Col. Morgan arrived here from Central Flying Training Command headquarters at Randolph AFB on Aug. 1, 1941, and assumed command of Harlingen Army Air Field on General Order No. 1.

That same day, he appointed Major E. M. Day adjutant of his new command. Two weeks later, Capt.

William Calloway, Medical Corps, was named post surgeon.

First enlisted men to arrive were TSgt. Mike W. Ward, SSgt. Jerome W. McCarthy, Sgt. Robert L. Streckland, PFC Ernest S. Hoessly and PFC Vinert G. Clark.

First Headquarters office at the new installation was located in a contractor's shack which was later torn down. In this tiny office, eight officers carried on the job of creating a new post, gathered around three tables and using boxes for chairs.

Col. Morgan, as commanding officer, had the honor of the one chair available, which was borrowed from the City of Harlingen.

First Civil Service employee was Miss Angela Murray of Harlingen, who became Col. Morgan's private secretary.

The first large sized cadre was assigned in August, 1941, and in October of that year, Col. Morgan made one of his most important appointments, naming Major W. L. Kennedy as director of training. Major Kennedy, who is now Major Gen. Kennedy, had recently returned from an extensive survey of aerial gunnery schools of the Royal Air Force in England.

On Nov. 28, Col. Morgan landed the first base aircraft, a BT-13, on the new southeast runway at 4:20 p.m.

The naming of the new base, Col. Morgan recalls, created quite an amount of correspondence, stretching from May of 1941 to June of 1943.

Originally the City Commission had voted to designate the air base "Hill Field", in honor of Lon C. Hill, founder of Harlingen. However, the following month, Gen. G. C. Brant, commander of Central Flying Training Command, informed Mayor Ramsey that this name would be unsatisfactory because there already was an air base at Salt Lake City, Utah, which bore that title.

Gen. Brant suggested that the name, "Harlingen Gunnery School", would be acceptable until a more suitable title could be assigned.

In January of 1942, the City Commission again sought to name the base. This time, the title, "Lahm Field", in honor of General Lahm, a former commander of Central Flying Training Command.

In March of that year, the Army Air Force Naming Board officially designated the air field as the Harlingen Army Gunnery School. This title was changed in June to Harlingen Army Air Field.

The history of the school can almost be said to have started at the same time as the beginning of our active participation in World War II.

By December of 1941, the construction on the field was completed and actual training of aerial gunners was getting underway.

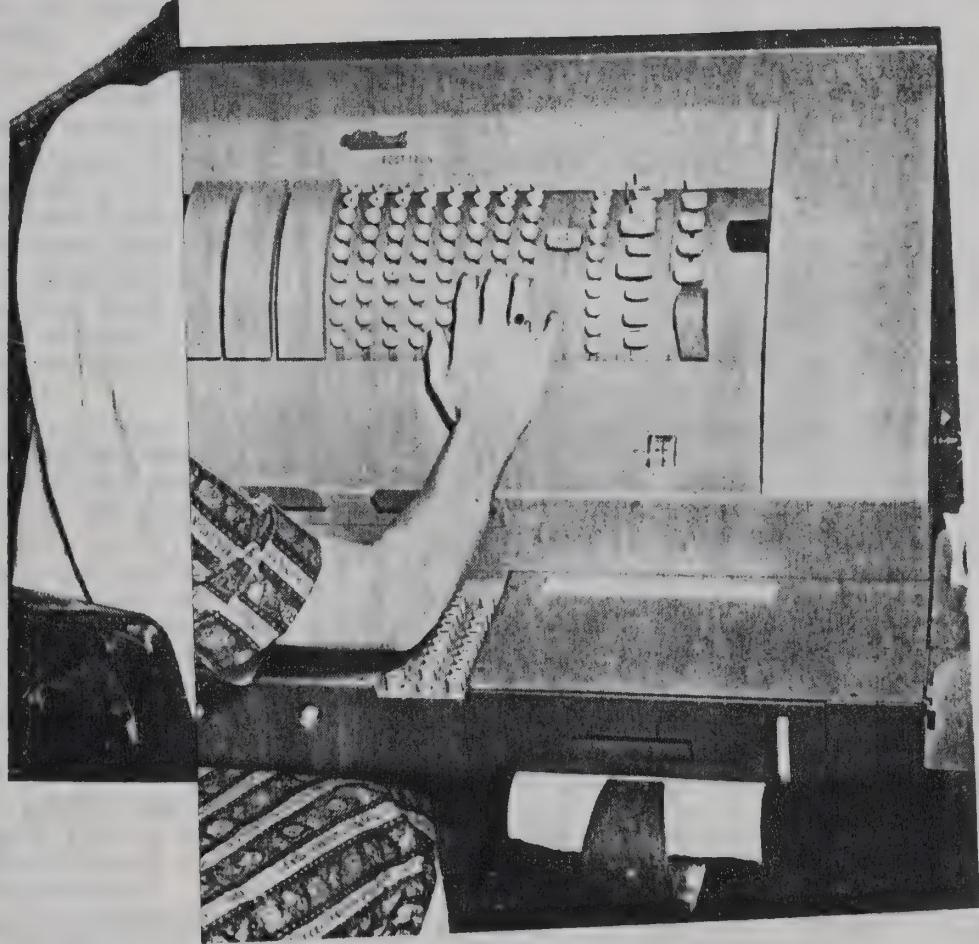
The primary mission, that of training gunnery students and the operation of the airdrome, was assigned to the base on Aug. 4, 1941.

It was indicated that the station complement would consist of 114 Air Corps officers, 37 arms and services officers, 1660 Air Corps enlisted men and 495 arms and services enlisted men. The student load was set at 600.

On Jan. 14, 1942, Harlingen AFB experienced its

ears

llowed only
entered.



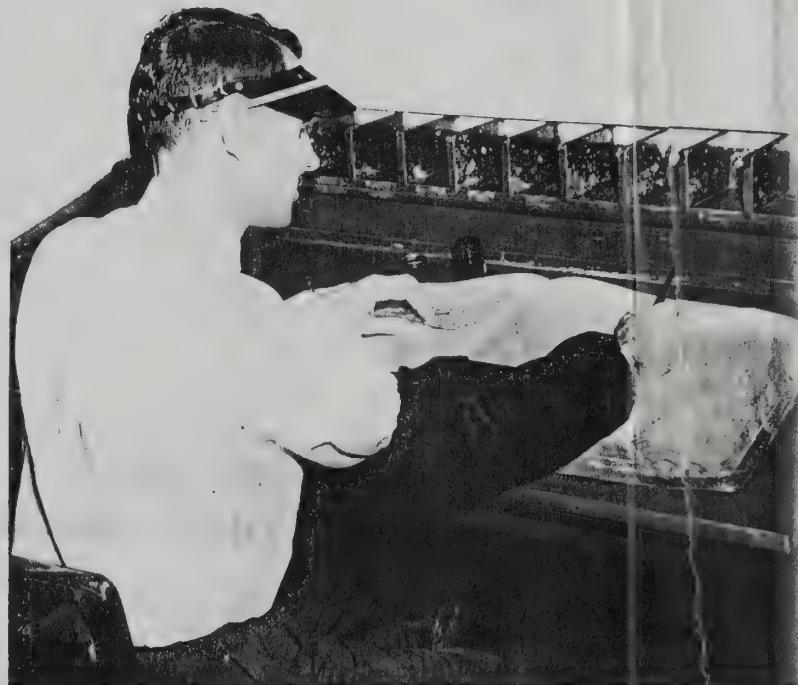
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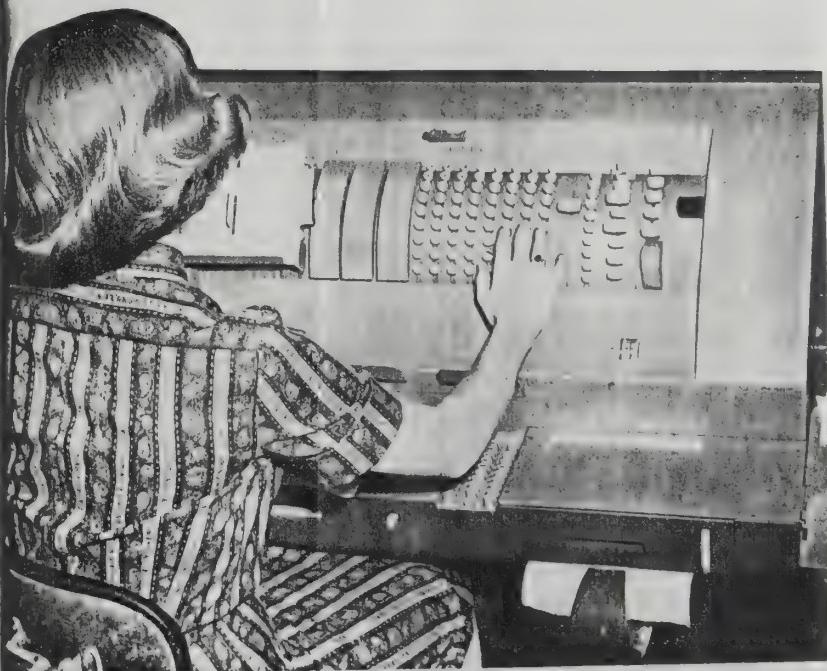
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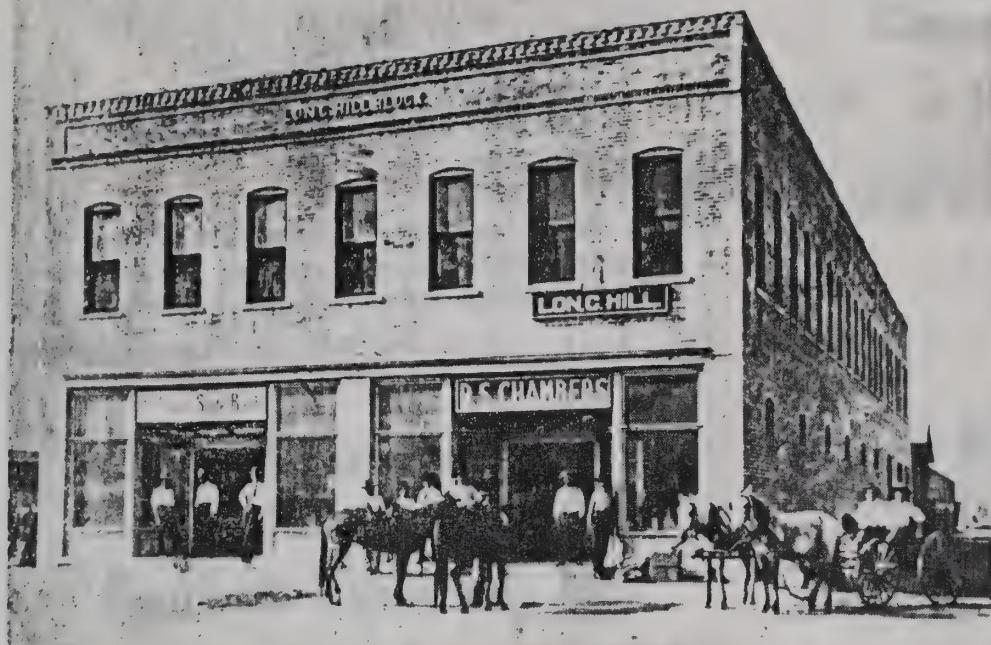
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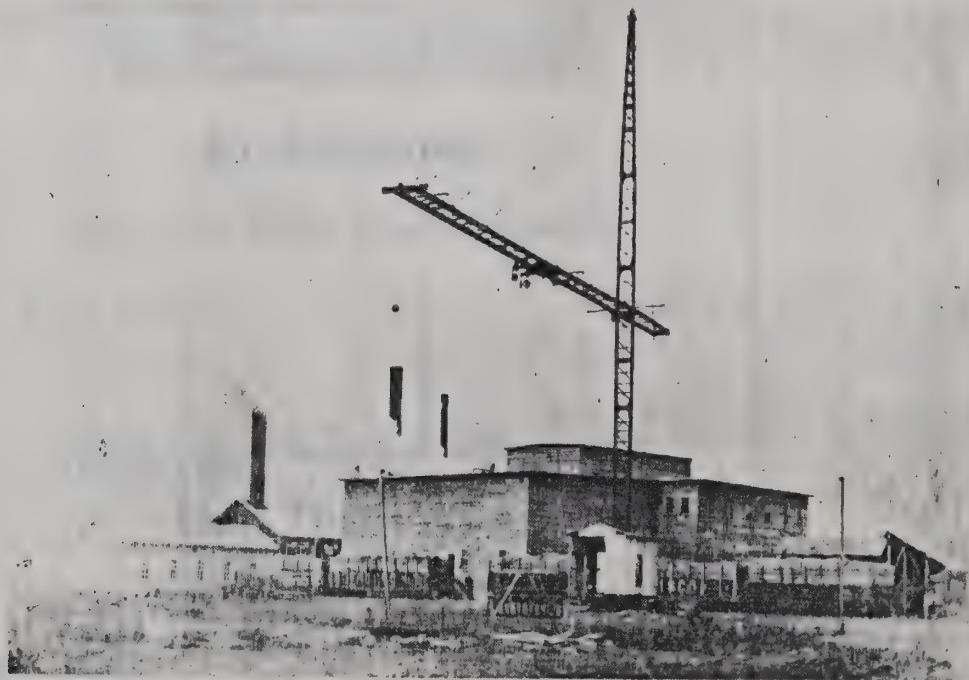


J. R. Dent Humble Station

Long, Long Ago - - -



The first brick building was erected by Lon C. Hill, at the north-west corner of Van Buren and First Streets. A. E. Anglin says that it took a long time to complete the building, as Hill would have the bricks made by hand in his kiln on the arroyo, hauled by team and put in place and then would have to stop construction while the Mexican labor could make more bricks by hand.



The Hill Sugar Mill, erected at a cost of \$125,000. It was burned by Mexican bandits on July 17, 1917. The plant began original operations in November 1911.

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Harlingen

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At Adams Gardens you have proximity to all the advantages of a large city—schools, churches, transportation, shopping centers, shows and all forms of amusement. You are near all-year golf courses, the nation's best hunting and fishing, yachting, surf bathing, and you have ingress to romantic Old Mexico.

You have comfort in a climate that is not excelled, and you have enjoyment in a beauty of landscaping that words are unequal to the task of picturing.

Adams Gardens is a tremendous development of many thousands of acres situated in the heart of the Rio Grande Valley.

We, at Adams Gardens, cordially invite you to drive out.

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City Of Harlingen

Since April 5, 1910

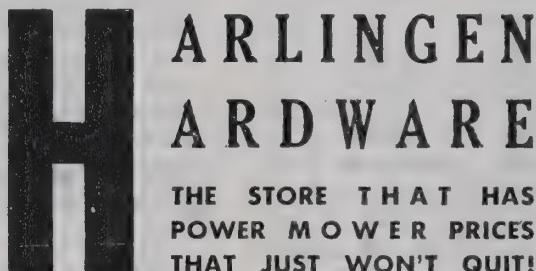
From	Name	To	From	To	Name
April, 1910	John D. Hill	April, 1911	January, 1936	J. A. Seagrove	December, 1937
April, 1910	H. E. Morrow	April, 1911	January, 1936	A. A. Kimmell	December, 1938
April, 1911	R. S. Chambers	April, 1912	January, 1936	A. A. Thompson	December, 1940
April, 1911	C. W. Letzerich	April, 1912	December, 1937	A. E. McClendon	December, 1939
August, 1911	J. M. Denton	April, 1912	December, 1937	Chas. H. Brown	December, 1941
August, 1911	J. E. L. Fender	April, 1912	December, 1937	Dr. R. E. Utley	December, 1939
August, 1911	J. Jacob Miller	April, 1912	December, 1938	Arthur F. Dabney	December, 1946
April, 1912	A. H. Weller	April 1918	December, 1939	Harvey L. Richards	December, 1941
April, 1912	M. V. Pendleton	May, 1913	December, 1939	W. C. Anderson	December, 1953
April, 1912	H. A. Gibbs	November, 1916	December, 1940	W. E. Gaines	December, 1945
April, 1912	R. L. Chaudoin	April, 1919	December, 1941	J. L. Head	December, 1942
May, 1913	Lindsay Waters	November, 1916	December, 1941	B. S. Mothershead	December, 1948
July, 1913	J. M. Denton	November, 1916	December, 1941	Guy Leggett	December, 1942
November, 1916	S. A. Thompson (Commissioner & Mayor)	April, 1921	December, 1942	W. S. Moothart	December, 1946
November, 1916	J. B. Smith		December, 1945	W. L. Trammell	December, 1947
November, 1916	B. C. Roberts		December, 1946	P. R. Edie	December, 1948
April, 1918	John Baker	April, 1918	December, 1946	Hawthorne Phillips	February, 1950
April, 1918	R. A. Stephenson	April, 1919	December, 1947	A. B. Chapa	December, 1950
April, 1919	E. W. Anglin	April, 1921	December, 1947	J. B. Hicks	December, 1951
April, 1919	Sam Botts	April, 1922	December, 1948	Stuart Jennings	December, 1952
April, 1921	A. A. Kimmell	April, 1923	February, 1950	Frank Parker	December, 1952
April, 1922	H. H. Buchard	December, 1928	December, 1951	J. W. Kirksey, Jr.	December, 1953
April, 1922	O. N. Joyner	April, 1923	December, 1952	Wilson Palmer	December, 1954
April, 1923	J. W. Rhone	April, 1923	December, 1952	E. P. McCall	December, 1954
April, 1923	R. B. Hamilton	December, 1931	December, 1953	M. Day Young	December, 1957
April, 1924	M. I. Olsen	April, 1924	December, 1953	Sam H. Alexander	December, 1959
April, 1924	H. J. O'Connell	April, 1924	December, 1954	E. D. Giffen	December, 1956
April, 1924	A. D. Holmes	December, 1928	December, 1954	L. C. Guenzel	December, 1956
April, 1926	W. M. Hundley	December, 1931	December, 1956	R. T. Moore	December, 1958
April, 1926	Dr. J. M. Green	December, 1931	December, 1956	Finis Easterling	
December, 1928	George Waters	December, 1932	December, 1957	J. W. Kirksey, Jr.	
December, 1928	T. E. Harwell	December, 1930	December, 1958	J. J. Rodriguez	
December, 1930	H. F. Looney	December, 1930	December, 1959	M. T. Hodges	
December, 1931	Neil Madeley	December, 1937	December, 1959	M. W. Russell	
December, 1931	C. P. Bobo	December, 1933			
December, 1931	H. C. Ware	January, 1936			
December, 1932	J. A. Seagrove	December, 1934			
December, 1933	J. J. Burk	January, 1936			
December, 1934	George Waters	December, 1937			
December, 1934	E. A. Davis	January, 1936			

CITY MANAGERS

January, 1938	V. J. Eckelkamp	February, 1949
January, 1947	W. P. Briscoe	December, 1950
February, 1949	R. J. Brule	January, 1958
January, 1951	L. M. Crow, Jr.	August, 1959
January, 1958	Douglas Henslee	
November, 1959	Marshall Bingham	

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HARLINGEN, TEXAS

The Chamber Of Commerce

Harlingen had a Chamber of Commerce as early as 1910. This was evidenced by a charge account at the South Texas Lumber Company of March 1910, of \$290 for building materials. H. D. Seago, first secretary, who performed his duties without pay, recalls that the Harlingen Commercial Club and the Chamber of Commerce were one and the same thing but that it was under the latter name that the building was erected in the triangle between Commerce and B streets. The building was used later as a city hall.

The following summary of the history of the organization was prepared by Jeff Bell, Secretary-Manager.

The present Harlingen Chamber of Commerce was organized in 1919 with A. A. Kimmell as President and J. B. Challes, Secretary-Manager. The organization was incorporated in 1921 with A. L. Brooks as Chairman and J. B. Challes, Secretary-Manager.

The early records of the Chamber of Commerce from 1922 to 1935 for the most part are unavailable. During that time, however, the following managers served the Chamber of Commerce: Mrs. Mella Hoover, George A. Toolan, Myron F. Ward. The exact years of their services is missing. John F. Floore was Manager from 1930 through 1932. A. L. Brooks took over the management in 1933 and served through 1936, at which time A. L. Benoist was the President.

Harlingen was reported to have had a population of 150 in 1910 and 151 "six-shooters". The official United States Census of Population in 1920 was 1,748; 1930 - 12,124; 1940 - 13,306; and 1950 - 23,202.

While the Chamber of Commerce cannot take credit for all of the development in Harlingen during its existence, they have played a prominent part in all of the major developments in the City.

The Chamber of Commerce, since its organization, has been continuous in its effort to promote a bigger and better city through trade promotion, soliciting industry, tourist promotion, beautification, more and better transportation, advertising by issuing periodically illustrated brochures of Harlingen's industrial and econ-

omical advantages and mailed to hundreds of thousands of prospects in the United States, roads and highways, and endeavoring at all times to work for legislation for the best interests of the citizens of Harlingen and opposing legislation inimical to their best interests.

The Chamber of Commerce was prominent in the promotion of the location of the Air Base in Harlingen, and every other major development in the City.

More recently, in the past 5 years, it has been the prime factor in developing the tourist industry from one million dollars a year income to an estimated 5 million dollars per year at the present time.

The following is a record of the presidents and managers from 1936 to the present time:

Presidents	Manager-Secretary	
A. L. Benoist, 1936	A. L. Brooks 1936	
W. P. Briscoe, 1937-38	C. C. Williams 1937	
R. L. Hill & Charles Washmon 1939	Sidney Kring 1937-41	
L. R. Baker 1940-41		
E. M. Crockett 1941-42	W. W. Heffner 1941	
F. Earl Davis 1942-43		
J. L. Penry 1943-44		
J. L. Boggus 1944-45		
E. C. Bennet 1945-46		
Sid Berly 1946-47		
A. M. Jones 1947-48	Harry Ratliff 1942-43	
L. A. Westlake 1948-49	Joe L. Mock 1944-50	
R. J. Kroeger 1949-50	O. L. Johnston 1950-53	
Roy L. Self 1950-51		
Parker Knapp 1951-52	J. E. Bell 1953	
Karl Gibbon 1952-53		
Stanley B. Crockett 1953-55		
Harry Day 1955-56		
Joe Garrett, Gen. Robert W. Harper 1956-57 1957-58		
D. B. Dunkin 1958-59		
Darrell B. Hester 1959-60		

* * *

According to records compiled by Bill Mayes of the Valley Morning Star, the date of the first bale of cotton grown in the United States since 1896 is on record at the Harlingen Chamber of Commerce.

The earliest bale grown since 1896 was May 21, 1921. This first bale was grown by Ernest Matz of San Benito, Texas. The latest arrival of the first bale was in 1903 when it arrived on August 7th.

For many years prior to 1953, the first bale was auctioned by the Houston Cotton Exchange. In the Spring of 1953 at a meeting at Little Creek Motel when the following were present: Karl Gibbon, President of the Chamber of Commerce; Vernon Murphy, Chairman of the Cotton Committee; John McKelvy; J. Scott Norman; and J. E. Bell, Manager of the Chamber of Commerce. A program was outlined for Harlingen to purchase the first bale of cotton by offering a \$2,500 bonus plus the entire proceeds of the auction of the first bale to go to the grower. Sanction was received from the Houston Cotton exchange for Harlingen to auction the first bale without their competition. From 1953 through 1959 Harlingen has continued to auction the first bale of cotton grown in the United States.

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54

YEARS



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Back In Those Days - - -

APPOINTMENTS AT THE SECOND CITY COMMISSION MEETING HELD MAY 10, 1910:

E. W. Anglin, city marshal at the salary of \$50 per month. As such, he became the **first officer of the law** in Harlingen other than Texas Rangers and the Mounted Custom Patrol.

Mr. Anglin, who lives at 301 East Madison, is serving his eleventh year as Justice of the Peace. O. B. Lockhart was the second marshal, and Osco Morris, the third, who was to be paid from fees.

* * *

Dr. A. M. Letzerich was named the **first City Health officer** (Resigned in July). Dr. S. M. Briscoe was named June 5, 1911 to serve without salary.

* * *

First Equalization Board: A. H. Weller, Gordon Hill, C. F. Perry, C. W. Hoot, and R. S. Chambers.

* * *

In April, 1911, the City Commission ordered a census be taken as members were dissatisfied with the 1910 United States Government Census. I. B. McFarland and Gordon Hill were named to take the census.

* * *

First Policemen: C. Block and Morris Chaudoin were appointed, April 22, 1914.

* * *

First record of delegates to the Intracoastal Canal Meeting, October 15, 1915, in Houston, were Mr. and Mrs. Lindsey Waters and Mr. and Mrs. A. H. Weller.

* * *

The Garbage Department was started by the city October 7, 1917, when it was decided to "hire a man with a wagon to take up the trash."

* * *

J. E. Thomas **the first city attorney** was appointed April 12, 1912.

The first Post Office north of Brownsville was at Passo Real on the Arroyo Colorado, where a trading post had been established. James Dishman of Combes, first Anglo-resident in the Harlingen area, obtained his mail and groceries at Passo Real, from 1893 to 1904.

* * *

One of the first well-known women of the United States to visit the Valley Mid-Winter Fair at Harlingen was Sally Rand, famed fan-dancer, who was here in the mid-thirties.

Owner herself of a citrus ranch in Glendora, California, she could and did talk citrus-raising to growers and also to the Rotary Club.

* * *

The first queen of the Valley Mid-Winter Fair was Miss Hesta Stuart (Mrs. Woods Christian) of Mission, formerly of Harlingen.

* * *

The late Mrs. S. R. Jennings was the first pianist for all of the first men's service clubs organized here. She also organized the Music Lovers' Club, assisted in the cultural affairs of early Harlingen, and was not only the first but the perennial chairman of the committee for selecting the queen and staging the elaborate coronation ceremonies of the Valley Mid-Winter Fair.

* * *

The largest amount of cash to date allotted for premiums in the Fair was \$3,000 in 1928, the eighth annual event. Eleven silver loving cups were also given.

* * *

The first car of mixed citrus fruit shipped from Harlingen was sent by Earl Wetmore and Levi Snavely.

* * *

Guillermo Lozano, son of Santos Lozano, opened the first meat-market west of the railroad.

Francisco Alvarez and Francisco Valdez opened grocery stores on the west side.

* * *

W. A. Kilgore had the first real estate office. It occupied a one-room frame building with a porch.

* * *

"Sun Valley," as a desirable name, was first used in Harlingen in the early twenties, when the Valley Sundries Company built a modern warehouse capable of holding seven full carloads of merchandise. wording on the sign was: "The Sun Valley Warehouse: Forwarding and Distributing."

* * *

O. P. Seale, as proprietor of the Seale Furniture Company, established the city's **first furniture store**.

Jim Walters Corporation
Harlingen

Montgomery Ward & Company
Harlingen

C & H

DISTRIBUTORS

R. J. "DUCK" KROEGER

Serving The Lower Rio Grande Valley
Since 1938

P. O. Box 1829 — Harlingen, Texas

COMPLIMENTS

ABASH
Insect Control Service
Valley Wide

Holt Equipment Company
Weslaco, Texas

Glenn Hoel Texaco Station
Harlingen

FREENY WELDING SERVICE

Harlingen, Texas

In Business 56 Years

In Harlingen 16 Years

Niagara Chemical Division

FOOD MACHINERY CORPORATION

421 N. West Street

B. MARTINEZ

Wholesale Grocery

We started in business in 1933
Twenty-six Years of Service to the Public
HAPPY TO BE IN BUSINESS IN HARLINGEN

1117-19 W. Jackson St.

HARLINGEN

PRICE'S
Red & White Food Store

3 Doors West of Sears

For More Than 21 Years

Fred Chambers was named the first fire marshal November 9, 1912, at a salary of \$12.00 per year. In 1916, P. S. Waterwall was appointed assistant fire marshal.

* * *

The Kiwanis Club of Harlingen has the distinction of being the first Kiwanis Club organized in the Valley.

* * *

The Rotarians have the distinction of being the first men's service club in Harlingen. The date: 1922.

Remember When---

Miss Salina Baker (Mrs. Al M. Jones) represented the Rotary Club and won first place in the first(?) Valley-wide Bathing Beauty Contest. The celebration marked the twenty-first anniversary of the first through train in the Valley (1904).

* * *

The late Hugo Letzerich was the mail clerk on the first train through Harlingen in 1904. A few years later, as owner of the Harlingen Pharmacy, he was appointed postmaster at the time the Post Office was located in his building. Across the street at Commerce and Jackson was located the Ewing and Phillips Hardware Store, the pioneer hardware concern of Harlingen.

* * *

Earl Wetmore was said to have planted the first citrus tree near Harlingen in 1909.

* * *

Before the Stock law was put into effect, the city lake was called "Laguna Las Vacas" because the cows of the village often got stuck in the mud. It cost about \$10 to get them out.

* * *

The first drugstore was "Whatley's" at the present location of Edelstein. Franklin's Variety Store adjoined it on the west.

* * *

Harlingen went on full twenty-four electric service September 17, 1921. In early days electricity came on at dusk and went off at midnight. In order to use an electric iron, one had to iron at night.

The first Union Church Services were held in the Hill Building prior to its completion. Planks borrowed from the nearby lumber yard across nail kegs became improvised benches.

In the summer of 1909 a brush arbor constructed near the Mooreland Hotel was the location of the Union Services. In the fall a frame tabernacle was built five blocks east on Van Buren. In 1918 it was remodeled and used as the Baptist Parsonage for several years.

* * *

The first church building erected was that of the Seventh Day Adventist Mission Board of Forth Worth for an Adventist Colony locating in this new territory. This small frame structure at Fourth and Van Buren can easily be identified in all early pictures of the town. The Adventist Colony did not become permanent, so the building became a community center for Union Services and even for public school classes. It was later sold to the First Christian Church and still later to the Grace Lutheran Church, who in turn sold the site to the Rio Grande Valley Gas Company.

The first brick church, completed March 1911, was that of the Methodist Church at its present location. This small structure faced on Fourth Street and was replaced in 1927. The first Catholic Church was located on Lots 5 and 6 of Block 89, title for the lots passed on May 3, 1910.

* * *

FIRST STREET NAMES: Harlingen's north and south streets were first named for friends and acquaintances of Mr. Hill. East and west streets were named for presidents as now (in the old part of town). It was E. C. Bennett, manager of the city's utilities in 1921-1929, who authored a plan for naming the cross streets in sequence; First and Jackson streets becoming the dividing line for number streets to the east and letter streets to the west. This change with the correct numbering of houses was accomplished in 1926.

* * *

In March, 1922, E. C. Bennett, in charge of all city equipment, unloaded Harlingen's first fire engine, an American-La France, 350 g.m. Its solid tires were later changed to pneumatic. Bert Gamble was the fire chief.

* * *

Mrs. Cirilo Rodriguez, who, as Miss Jesusa Garcia, taught the first Latin-American Public School in Harlingen, recalls those years 1907-09, as follows:

"My father, Pancho Garcia, bought lots from Mr. Hill in the 300 block of West Harrison and built our home there. A small house was fitted up for a school room. I had twelve to fifteen pupils."

My late husband conducted Harlingen's first water works system from our residence, 802 W. Filmore. He pumped water from the canal into large tin tanks and then delivered the water by barrel to his customers."

* * *

Water from the Rio Grande came through Mr. Hill's canals and into the city lake on March 24, 1911. The present lake was originally a low place called "a charco" by the Spanish-speaking people.

Superior Glass Company

Harlingen

Dixie Cream Donut

Harlingen

Valley Transmission Sales and Service

Complete Automatic Transmission Service

REPAIR — REBUILD — EXCHANGE

HARLINGEN

125 N. Commerce
GA 3-3726

PHARR

31 W. Highway
ST 7-4811

Stacey Mitchell Cleaners

Phone GA 3-2402 — 917 E. Harrison

HARLINGEN, TEXAS

Our Specialty — Cashmere Coats and Sweaters

25 Years a Member of
National Institute of Dry Cleaning



Serving Our Friends and Customers

In Sickness and Health Since 1931

DAY'S Drugs

Corner Jackson & 2nd Sts.

Harlingen

Celebrations And Ceremonies

The decade opened with a city-wide celebration of Pioneer's Day in November, 1950, and closed with another, the Golden Anniversary Jubilee. Occasion of the first event was the dedication and re-naming of Fair Park, site of the former Hill plantation headquarters, as Lon C. Hill Park. Highlights of the event, held during the annual Valley Mid-Winter Fair, were the visits of the U.S. Senator Tom Connally, who made the dedicatory address and Anthoney E. Hannema, Burgcmaster of Harlingen, Holland.

The Burgomaster of the Dutch City, from which Harlingen, Texas, derives its name, was flown here as the guest of the community with brief stops in Houston and New York. During his four day visit Burgomaster Hannema, who since has retired as a public official, made many friends.

The Burgomaster was quoted in the Nov. 19, issue of the Valley Morning Star as follows:

"Once again the burgomaster from Harlingen, Holland, captured the hearts of his hosts, the people of Harlingen, Texas, when he said, 'Four days ago I arrived in Texas in a black pin-

stripe suit as the burgomaster of Harlingen, Holland. Today, I am in flannels, with Texas boots and a Texas hat. You've made a Texan out of me.'"

He was presented with the boots and ten-gallon hat and made an honorary citizen of Texas by Mayor Hugh Ramsey. The burgomaster sat down, put on his new boots and donned his hat for his final address to the people of the Valley.

"These boots, this hat, and my country's national anthem (played by the Cardinal Band), I feel, are a great honor to my country and to me," the Burgomaster said.

Ike B. McFarland, the first mayor of the village of Harlingen, and J. L. Allhands of Dallas, one of the construction engineers with the railroad in 1904, were among the honored guests of the celebration. Mr. McFarland, now of Houston, accompanied Mr. Hannema to Houston where the latter was a guest of McFarland.

Mr. Allhands presented the Burgomaster with a copy of his book, "Gringo Builders," privately printed in 1931, which describes the building of the railroad from Corpus Christi to Brownsville.

So, it is that Lon Hill's town, planned for an Arroyo site at the junction of the railroads, became in 1910, a village of a few hundred people surrounded by mesquite cactus, and coyotes; and in 1960, became a city of 38,000 people living in beautiful homes on approximately 100 miles of paved streets and roadways surrounded by expressways, airports, and the Intracoastal route and port. Thus, Harlingen's fifty-year stride from brush to boulevards has made it the capital city of the Magic Valley of the Lower Rio Grande.

MAYORS, CITY OF HARLINGEN

Since 1910

I. B. McFarland	1910-1911
A. W. Cunningham	1911-1912
L. S. Ross	1912-1914
Miller V. Pendleton	1914-1918
S. A. Thompson	1918-1922
Joe R. Roberts	1922-1926
S. Finley Ewing	1926-1928
Sam Botts	1928-1936
Hugh Ramsey	1936-1946
R. J. Kroeger	1946-1948
Hugh Ramsey	1948-1950
Gene F. McCullough	1950-1952
Charles A. Washmon	1952-1956
Frank G. Parker	1956-1958
C. Worth Wood	1958

HARLINGEN, TEXAS, POST OFFICE,

. . . Established June 24, 1904

Postmasters	Date Appointed
James Lockhart	June 24, 1904
Phillip S. Waterwall	May 12, 1903
Hugo J. Letzerick	Jan. 10, 1910
Helen P. Harrington (Acting)	June 18, 1917
Hoyte H. Burchard	May 8, 1918
James F. Rodgers	May 20, 1922
Claude H. Hamilton	August 26, 1935

Office advanced to 3rd class Jan. 1, 1911

Office advanced to 2nd class Jul. 1, 1923

Office Advances to 1st class Jul. 1, 1927

Receipts year 1959 \$451,629.11

Number of Employees 78

We have been a part
of Harlingen for
many Years

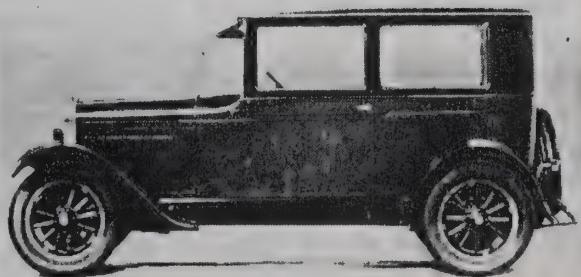
Harlingen Ice Co.

423 W. JACKSON

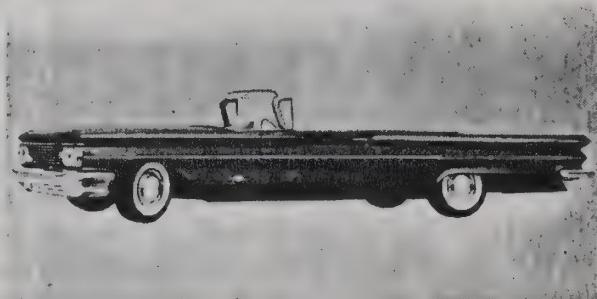
PARTNERS IN PROGRESS
PONTIAC - EASTERLING

IN HARLINGEN SINCE 1943

REMEMBER THE
1926



DON'T FORGET TEST DRIVE THE
1960



*Your Authorized Pontiac
and Imported Car Headquarters*

101 E. HARRISON

HARLINGEN

About The Sports---

In 1925, a group of Mid-Valley citizens chartered the Arroyo Country Club and began building operations at the site of the present Harlingen Country Club. This site on a bend in the Arroyo Colorado abounded in native trees and was considered the most scenic in the area.

The present Harlingen Country Club, organized in 1950, owns a \$125,000 property that adjoins the Municipal Golf Course. Represented in the membership of more than 350 are residents of all the surrounding cities.

The Harlingen Municipal Golf Course was built in 1929 and early 1930. John Bredemus, famous golf architect, designed the course. Total cost, including the land, was \$247,000. The formal opening was held in the late spring of 1930 with a 36-hole tournament won by Dudley Bell, a Houston golf professional.

Harlingen had a 54 hole \$3,500.00 Winter Tournament in 1931 that was won by Craig Wood with Horton Smith runner-up. In the summer of that year, the Harlingen Golf Course was host to the Texas P.G.A. Championship was won by Dick Metz.

The first Lower Rio Grande Valley Men's Amateur Tournament was held in 1932 and was won by Hill Cocke.

The first Lower Rio Grande Valley Ladie's Tournament was held in 1935 and was won by Mrs. A. E. McClendon.

Harlingen was host to four \$10,000 tournaments from 1948 through 1951.

The LIFE BEGINS AT 40 tournament, held annually since 1953, has been a highly successful event through the years. This, no doubt, is one of the reasons the golf course is self-sustaining in operations.

"Life Begins At 40..."

Harlingen celebrates it's 50th birthday in April and the nationally famous "LIFE BEGINS AT 40" Golf Tournament celebrates it's 8th birthday in April.

Lew Bray, valley theatre owner and citrus grower conceived the idea of the 'oldster' tournament in Jan-

uary of 1953 and the first tournament was held in April of 1953 with an entry list of only 79 players.

From this modest beginning the tournament has had the most rapid growth of any amateur tournament in the United States.

Because of the number of players wanting to participate, the tourney has some 250 would-be "40'ers" on the waiting list. The field is limited to 256 players and these by invitation only. The recent tournament attracted golfers from 23 states and the Republic of Mexico.

L. R. (Bob) Baker, Harlingen insurance man, has headed the tournament for the past seven years and has played a great part in making the tournament the success that it is today. Baker was succeeded in the presidency by Lew Bray, who heads a five member executive committee consisting of Al Jones, Karl Gibbon and Phil Edie, vice presidents, and Jack Jones who continues in office as secretary-treasurer of the organization.

"Life Begins At 40" is represented nationally and internationally through a board of local and regional directors . . . State directors are located in Henderson, San Antonio, Schulenburg, Corpus Christi, Dallas, Fort Worth, San Antonio, Alice, Lockhart, Kerrville and out-of-state directors in Chicago, New York City, Rome, Georgia, Greenwood, Mississippi, Las Cruces, New Mexico and Mexico City, Tampico, Matamoros, Torreon and Guadalajara in the Republic of Mexico.

The 1961 tournament will be held January 29, Feb. 4.

Past champions of the "40" tournament include such well-known golfers as: Cy Derby, Monterrey, Mexico; Warren Riepen, (3 time winner), St. Joseph, Mo.; David (Spec) (2 time winner) Goldman, Dallas; Phil Powell, Wichita Falls, and Lonnie Wendland of McAllen who won the 1960 affair.

Irrigation Canal For Harlingen

From Brownsville Herald, Sept. 3, 1907

"DEVELOPMENTS AT HARLINGEN—The pumping plant which is to furnish water for the Hill lands has been completed and water will be flowing through irrigations canals at Harlingen by January 1. More lands have been cleared than on any other canal along the river . . . a boulevard is now almost completed from Harlingen to the Military road . . . small fortunes were made by the lucky ones who bought close in at Mercedes and San Benito and history will doubtless repeat itself at Harlingen. Beginning tomorrow morning at 9 o'clock, plots of the townsit and maps of the lands may be consulted at the office of J. S Dougherty, Brownsville, where the opening sale is being conducted."

E. J. Waitman

General Contractor

GA 3-1827

International Boundary Commission Warehouse
 Holsum Baking Company
 Carter Building
 J. C. Penney Building, Addition
 Swift & Company, Various Jobs
 Temple Beth Israel
 4 - Major Company Service Stations
 Madison Hotel Annex
 Tamm Building
 First National Bank
 Gay Junior High School
 Harlingen Sewage Disposal Plant
 Lee Implement Company
 Pittsburgh Plate Glass Company
 Rainbo Baking Company, Additions
 Scotty's Hobby Center
 Texas Reserve Life Insurance Co.
 Paschall's
 Methodist Church, Addition
 Mion Terrazo Tile & Marble Co., Inc.
 Nehi Bottling Company
 Baker Shoe Store

Firestone Store
 W. Edgar Johnston, Addition
 San Antonio Machine & Supply Co.
 City of Harlingen Fire Drill Tower
 Immaculate Heart of Mary School & Convent
 Rio Grande Valley Gas Company
 Andy's Motel Market & Southwing Additions
 Black Cotton Company
 Bando Cotton Company
 City of Harlingen Lift Station
 Marshall & Marshall Cotton Company
 General Motors Acceptance Corp.
 Texas Employers' Insurance Association
 Barada & Page
 Harlingen T. B. Hospital Equipment Bldg.
 Luby's Cafeteria
 Texas Employment Commission Bldg., Addition
 Gibbon, Klein, Ferrero & Harper
 Metropolitan Life Insurance Co.
 Vernon Murphy Residence
 Herbert Moss Residence
 Miscellaneous Remodel Jobs



HARLINGEN MULTIPLE LISTING SERVICE CONGRATULATES THE CITIZENS OF HARLINGEN ON 50 YEARS OF PROGRESS

Bahnman Company
 Datzman Realty Co.
 Harlingen Realty Co.
 Ray Haynes
 Eleanor S. King
 Koger Realty Co.
 Gerald McKenna

R. T. Moore Jr.
 Dave O'Gorman
 Powers Real Estate
 Rose and Blaylock
 Hank Stanley Co.
 Sun Valley Realty
 J. C. Yancey Co.



Harlingen's Fine Banks

Harlingen's first bank, the Harlingen State, located in the Lon Hill Building, was organized in 1909, with Searcy Chambers as president and M. V. Pendleton as cashier and general manager. Later, A. H. Weller purchased the bank and moved it to the Weller building at "A" and Jackson Streets. Bailey Dunlap of La Feria supervised, H. H. Burdhard was manager and Mr. Weller was president.

On April 1, 1918, R. B. Hamilton came from Bishop to become manager of the bank, capital stock was \$15,000, which he raised to \$25,000 in 1919. In 1920 the bank was sold on March 3, and did not reopen.

In the meantime the Planters State Bank had been organized by B. F. Johnson. This bank took over the assets of the Harlingen State and on January 1, 1919, was bought by S. A. Thompson. In 1923, it, too, closed its doors.

The Valley State Bank, organized by B. M. Holland, a former bank examiner, Tyre H. Brown, who became active vice presidents with John T. Lomax of San Benito as president. This bank took over the assets of the Planters Bank and in 1931, it, too, closed it doors.

The Harlingen National Bank, formerly the Harlingen State Bank, opened for business June 15, 1945 with a total capital structure of \$125,000.

Officers were Elmer G. Johnson, President; Joe L. Penry, Vice President; D. B. Dunkin, Vice President and Cashier; and Richard W. Thompson, Assistant Cashier.

On April 16, 1956, the Harlingen State Bank was converted from a State to a National Bank. On May 28, 1959, it was granted full trust powers.

As of April, 1960, the total capital structure is in excess of \$900,000 and deposits are ten and one-half million.

The officers are: D. B. Dunkin, President; Paul M. Johnson, vice president; J. M. Powers and Dial M. Dunkin asst. vice presidents; James L. Mayer, cashier; and R. C. Blaylock, J. E. Tarr, and Thomas S. Youngblood, asst. cashiers.

The First National Bank of Harlingen opened its doors for business March 1, 1922 in the west half of the Neil Medley Grocery Store at 117 W. Jackson. The first President was A. B. Hoffman, with H. M. Barton as Cashier and John Nance Garner as one of the original stockholders. A Statement of Condition, published July 1, 1922, shows total deposits to have been \$44,468.74.

In the year of 1937, the bank moved to 124 W. Jackson and at that time, deposits were over a million dollars. March 26, 1951 the bank moved to its present location at 202 E. Van Buren and in 1959, deposits reached a peak of over thirty million dollars. Present officers are:

E. C. Breedlove, Chairman
Evan Hurst, Vice Chairman
E. Clinton Breedlove, President
J. B. Brady, Executive Vice President
Jack B. Jones, Vice President
C. Neal DuBois, Cashier
A. W. Polzin, Assistant Vice President
Robert C. Frailing, Assistant Vice President
Fred A. Booth, Assistant Cashier & Comptroller
Mary Lee Spilman, Assistant Cashier
H. Keith Kennedy, Assistant Cashier
Mrs. W. K. Romine, Assistant Cashier
G. James Inness, Trust Officer

* * *

Quoted From:

The Valley Evening Globe, Harlingen, September 2, 1926.

OLD CITY HALL PLOT WILL BE CONVERTED
INTO SITE FOR PARK. GORDON HILL
HONORED IN NAME CHOSEN

"Plans to remodel the plot on Commerce Street now occupied by the abandoned city hall into a park dedicated to Gordon Hill were officially adopted last night at a meeting of the city Council.

'Gordon Hill Park' is the name officially given the beauty spot, to be situated in the heart of the industrial district of Harlingen. At one time foreign interests controlling Harlingen townsite sought to cut up the city's three big park spaces into business lots. Gordon Hill, mindful of the founder's plans to have Bowie, Diaz, and Travis Parks forever maintained as public parks, fought to keep them from being cut into business lots. He won his fight and in appreciation of his efforts the city dedicated its fourth park to him.

"Motion to dedicate the new park to him and name it in his honor was made by councilman Sam Botts and passed unanimously by the council.

"The present frame shack, formerly the City Hall, will be dismantled and sold by the City Street Department. Plans to erect a public rest room on that plot were abandoned because it was felt certain that such a room would only become a nuisance within a short time. Work on the Gordon Hill Park beautification will be started as soon as possible, the council agreed.

Delta Concrete Company

Harlingen

W. K. Francis
Gerry Mallory

Paul Francis
Bert Keyes

Scottys Hobby Shop

Harlingen

Walt Gorges Ready Cut Meats

314 North "L"

Casey's Service Station

820 West Harrison

Harlingen Compress Co., Inc.

Harlingen, Texas
Tel. GA 3-4605

Only Press In Valley Being Served Directly By
Both Mopac and Sopac R.R.

*Congratulations To The City Of
Harlingen For The Progress It
Has Made. We Are Proud To Be
A Part In This Growth.*

Tropical Savings & Loan Association

Where Your Savings Are Insured Safe By An Agency Of The Federal Government

WHERE you save **DOES** make a difference

Interviews

And

Quotes - - -

Mrs. William A. Franklin, who is celebrating her family's fifteenth anniversary as Harlingen residents, recalls that she and Mr. Franklin went fishing while waiting for their stock and other possessions to be removed from the train that moved them here. Mr. Franklin operated a confectionery adjoining Elmore's Barber Shop in the main business block.

* * *

Judge and Mrs. E. W. Anglin, dean of the Old-timer Couples in Harlingen, have many interesting stories to tell of their fifty-three years residence in Harlingen. Mr. Anglin, an early bridge and road contractor, recalls his service on the School Board in 1911-1912 when, he says: "We gathered up all the classes scattered about town on April 1, 1912, and moved them all into the new brick building on Jackson Street. The next year was a rainy one and we had to build a board walk all the way from downtown to the school." Mrs. Anglin pointed out that for their fifty-three years here there has been from one to five children or grandchildren in school every year. They had six sons and one daughter and sixteen grandchildren of the Anglin name. Mr. Anglin said that when the train whistle was blown for the crossing that coyotes in surrounding brush would set up a yell. Service of Mr. Anglin to Harlingen includes first city marshall, a city commissioner, deputy sheriff for more than twenty years, chief of police for sixteen years, and Justice of the Peace for the last eleven years.

James Lockhart of Bee County came with his family in December, 1903 to be manager of Mr. Hill's Rincon Rice Farm near Brownsville. His daughter, Lulu Lockhart, gave the writer the following reminiscences of those early days:

"When we moved to Harlingen in March, 1904, we had to stay in our wagons until the men could cut the heavy brush out of a place big enough to set up our tents. The location was about half way between Penny's store and the Valley Motor Company. We lived there among the beautiful ebony trees and big mesquite for eight or nine months. Papa bought land on the Arroyo, near the Hill's Camp where we lived in tents until our house was built in September. My brother, Houston Lockhart, was born there November, 1905. The place was called 'Salty Lonesome,' Mother

said, because the women's tears made the Arroyo salty and it was the lonesomest place in the world. We lived there until January, 1908, when we moved into our two-story house on what is now the parking lot of the Harlingen Canning Company. The June, 1909, hurricane demolished it. We rebuilt there immediately and the house was not removed until 1943. I remember that the first night we were here a Mexican lion killed a deer nearby and ate the hindquarters. Rattlesnakes were so numerous that Mama got to be a good shot with a gun. I remember seeing Mexicans hooked to the Prison tree when we lived nearby."

* * *

Among the treasured possessions of Mrs. Bush Williams, who was Lois Ogan, is a bowl and pitcher from the old Ogan hotel built in 1908 by her parents on West Jackson near the railroad.

In commenting on the telephone being in the Hoffman home, Mrs. Williams said:

"The Hoffmans also made soda water in their home—one bottle at a time. I liked to help. The Hoffmans had two boys, Leroy and Hilbert, and they were the first white children that we saw here. They came soon after we did, and my brother and I were very happy to find them, as we had someone to play with—they were about our age."

* * *

Quoted From: Corpus Christi Daily Herald, Corpus Christi, Texas, April 7, 1910

SECOND ANNIVERSARY EDITION

An article written by M. M. Osborn, titled, HARLINGEN The Jewel of CAMERON COUNTY: Cameron County the Garden of the Valley of the Lower Rio Grande.

"Harlingen is one of the little cities of 1000 inhabitants in Cameron County and is surrounded with the very cream of the rich and productive lands of the Rio Grande Valley.

. . . As developments in agricultural lines are going on, so is the town of Harlingen, and will in the near future be the metropolis of the Valley . . . it being the junction of the main line of the St. L., B. & M. Ry. and its Sam Fordyce branch, . . . is the logical distributing center for all classes of jobbing houses.

. . . There is now organized and in good working order, a live commercial club which has been 'doing things' for Harlingen during the few months it has been in existence."

An advertisement in the Houston Chronicle reads:

HOMESEEKER'S RATES ON THE FIRST AND THIRD TUESDAY OF EACH MONTH

Effective from Northern States to Brownsville

And All Points on the
ST. LOUIS, BROWNSVILLE AND
MEXICO RAILWAY

From Chicago and Return \$30.00

From St. Louis and Return \$25.00

From Kansas City and Return \$25.00

From Memphis and Return \$25.00

Also Round Trip Tickets From all Texas Points
to Brownsville on Sale Daily.

LAWRENCE ELECTRIC

ELECTRICAL CONTRACTING

Serving Harlingen Since 1922

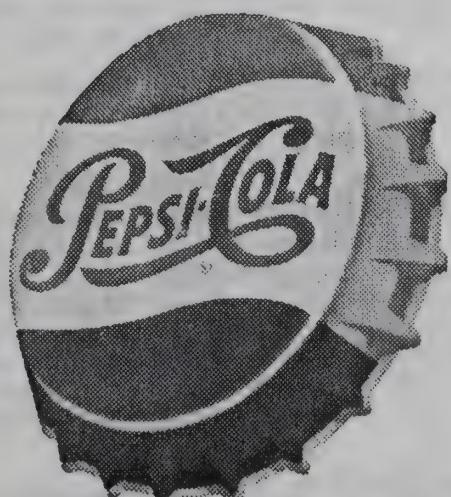
R. N. Jones Agency



Insurance

BE SOCIALE

Have a



PEPSI COLA BOTTLING CO.
Harlingen, Texas

• LINCOLN - CONTINENTAL

• MERCURY

• COMET

• ENGLISH FORD

THE GREATEST LINE OF
QUALITY CARS EVER BUILT

VALLEY MOTOR CO.

Oldest Lincoln & Mercury Dealer in South Texas

109 East Van Buren — Harlingen

TEX-STEEL CORPORATION

Manufacturers of
Steel Doors and Frames
and Industrial Metal Work

1517 W. Barton
GA 3-0912

Rio Grande
Pharmacy
for 21 years

БАЛТИЙСКИЙ СОЮЗ

СОЮЗ ПРОФЕССИОНАЛЬНЫХ

ПРЕДПРИЯТИЙ И ОРГАНІЗАЦІЙ

СОЮЗ ПРОФЕССІОНАЛЬНИХ

ПРЕДПРИЯТИЙ

ПРОФЕСІОНАЛЬНОГО СОЮЗУ

БО ГІДРОІНЖІНІЄРІВ

Союз водогазогоризонтальних інженерів

Союз енергетичних інженерів

Архітекторів

Інженерів
і наук

Союз архітекторів

Інженерів

Інженерів

Інженерів
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Інженерів інженерів
інженерів інженерів

Interviews - - -

CITY NATIONAL BANK, GALVESTON

April 20, 1914

Mr. Lon C. Hill

Harlingen, Texas

Dear Lon:

This will serve to introduce to you Mr. Rex Beach (who, not doubt, you know as a writer). He is visiting your section of the state to get a little local color for some new stories, and I want you two to know each other.

Beach is our kind of people, and if you can arrange to extend to him any courteseys, you will place me under renewed obligations to you.

With cordial good wishes, I beg to remain,

Very truly yours,

(signed) J. W. Hoopes
Vice-President and Cashier

Needless to say, Rex Beach was an honored guest in the Hill home. This home he used as a setting for his novel, "Heart of the Sunset," and Mr. Hill as one of the main characters of the story.

Among other notables who were guests in the Hill home were William Jennings Bryan, Gov. Pat Neff, Gen. Robert Lee Bullard and many others.

Donations of lamp-posts by Harlingen citizens during the days of 1916-17 gave Harlingen its first street lights.

Many of the citizens donated one or more tall, thin street poles so that Harlingen's main street, Jackson, could have electric lights.

The first move to get a woman's club building was made April 23, 1926. Mesdames J. T. Foster, C. A. Macy, and N. H. Liddell appeared before the city council requesting: ". . . the removal of the present (1926) city hall building to Bowie Park for use of ladies clubs." Editor's note: The outcome was the erection in 1928 of the present Woman's Building in Bowie Park.

The organization meeting of Harlingen's first Red Cross chapter was held July 22, 1917, in the Methodist Church with seventy-three enrolled members. The officers elected were: Mrs. Sally (C. D. Pendleton), president; Miss Paul Hill, secretary; Mrs. H. H. Burchard treasurer. Sewing and finance chairmen named were Mrs. Otto Weller and Mrs. E. W. Patterson.

Among the earliest Texas Rangers stationed in Harlingen were Capt. Bill McDonall, Blaze Delling, C. T. Ryan, Sam McKenzie, and Billy McCauley.

* * *

Parochial schools include the Immaculate Heart of Mary, St. Anthony, St. Paul's Lutheran, and St. Alban's Episcopal. Courses in business are offered by Durham's Business College.

* * *

Mrs. J. J. Wiles said that her son, Clyde, was born here May 29, 1909, and that Dr. D. B. McGhee was the only doctor here then. He was living in a house, later known as the "Dorough House," which he had built for a large barn. It is now an apartment house at the corner of Fourth and Polk streets. Her sister, Eula Ware, and Mrs. George Pletcher were school teachers, in the Adventist church building. Her brother, H. C. Ware, and Mrs. Ware were early property owners, their home being at one time next door to this community building.

* * *

Harlingen Masonic Lodge No. 1132, received its charter on December 4, 1919. The present Masonic Temple was dedicated in October, 1949, the cornerstone having been laid in March, 1949, by Dr. C. M. Cash, "the man who first set the lodge to work."

Lillian Weems Baldridge says that the first grave in Harlingen was that of her younger brother, Robert K. Weems, 17.

He died December 10, 1909 as the result of falling into a vat of boiling syrup.

In 1908, W. Z. Weems put in quite an acreage of sugar cane and then put in a syrup mill. His older sons Will and Robert worked in the mill. Robert had cleaned out a vat, and to keep from walking through it with his boots on, attempted to walk on the ledge, slipped and fell into a full vat. There was no cemetery laid out for the new town of Harlingen. E. W. Anglin wired Lon C. Hill who was in St. Louis. Mr. Hill wired instructions and a hasty survey was made, a wagon trail cut through the brush and a place cleared for the grave.

W. H. Wheaton led Rob's horse, saddled and with his boots in the stirrups facing backward, to the clearing where he was buried. E. W. Anglin had the Mexican gravediggers pile the brush high on the new grave to prevent coyotes digging in. Mrs. A. H. Weller laid a spring of Arbor Vitae on the clod-mounded grave—no flowers were blooming in Harlingen at that time.

Robert did not sleep alone for any great length of time. Young Joe Ogan's grave is the second in the Harlingen Cemetery. He is an uncle to Mrs. Vernie Payne, post-mistress of Combes, her brother Floyd Avery of Columbus, Ga., and Mrs. B. I. Martin of Harlingen.

There is an old Negro superstition that if a young person is the first to be buried in a new cemetery it will rapidly fill up. It seemed a short time until "el Campo Santo" as the Mexicans so fittingly called it, was well-filled.

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Manager

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We, at Great Western, are also proud to have had the privilege to contribute to your progress, through the years, by offering our complete financial service to the many fine families in this area.

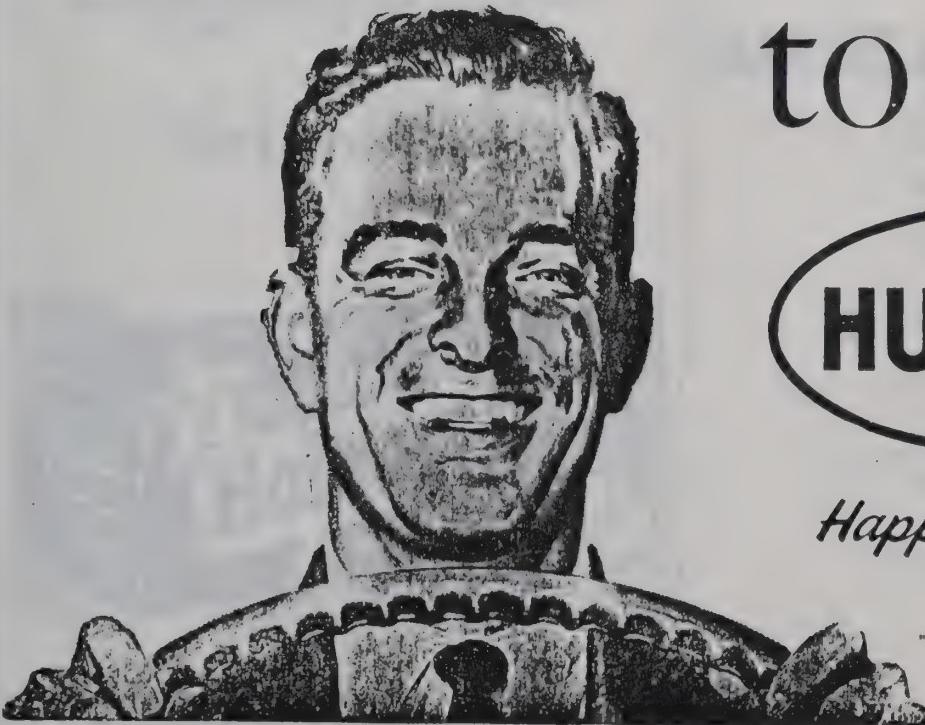
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HARRELL'S DRUG STORE

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PRESSCRIPTIONS

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Harlingen, Texas



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Harlingen, Texas

Lawrence Humble Station

623 West Jackson

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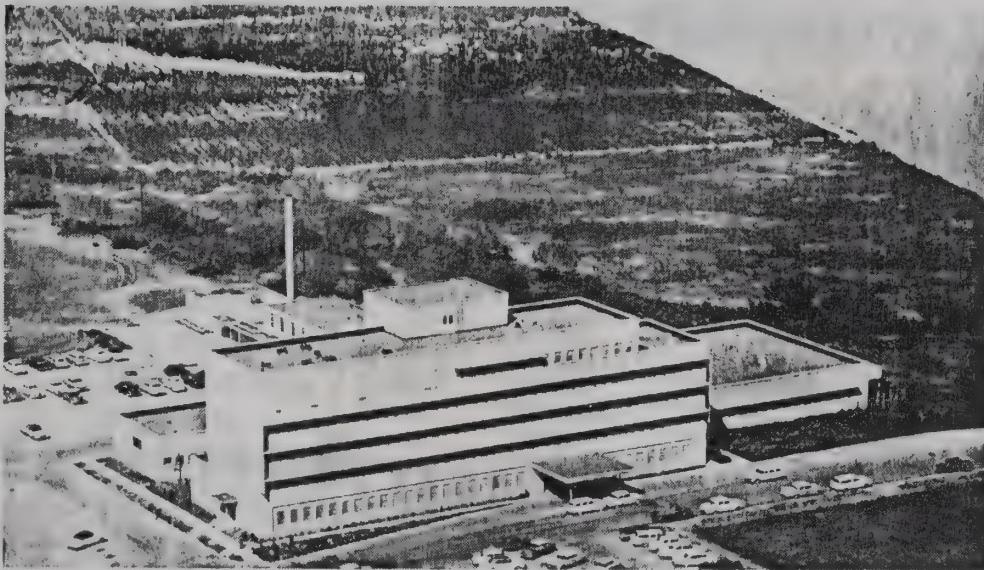
716 E. Blvd. 77

"Since 1933 — Good Things to Eat"

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6th and East Harrison

A Salute To Service



AERIAL VIEW of the Valley Baptist Hospital, Sams Childrens Center, and the Reber Memorial Radiation clinic. Not shown is the more recently constructed Nurses Home.

The Valley Baptist Hospital opened its doors on January 22, 1925. Its charter members, S. C. Tucker of Brownsville, Frank Robertson and C. M. Cash, M. D., of San Benito, J. T. Foster, S. G. Stringer, C. S. Wroten, and N. A. Davidson, M. D., of Harlingen, R. E. Utley, M. D., Fred E. Bennett of Mercedes, E. C. Couch of Weslaco, L. M. Davis, M. D., of Donna, and G. T. Balch of McAllen, conceived the VBH in a spirit of community service.

The still-familiar stucco building on "F" Street which housed the Hospital for three decades was originally designed to care for 35 patients. Its capacity was twice increased, in 1943 and 1946, until by 1956 it was equipped to admit 100 more.

During the years 1925-1956, the old building served admirably and grew with the area until it could grow no more. To keep up with progress and expansion, new facilities had to be built. Baptists and friends from every part of the country gave their time, money, and efforts to raise the 2 1/4-million dollars necessary for a new building. Local generosity went so far that Harlingen and San Benito property owners donated the 18 1/2 acre tract where the new Hospital stands.

The present VBH complex contains, in addition to general facilities; Sams Children's Center, the Reber Memorial Radiation Clinic for

cobalt treatment of cancer, a school for Licensed Vocational Nurses, a training center for Medical Technologists, and the Dr. J. L. Moet lecture room and library for educational programs.

The Hospital serves not only Harlingen but all South Texas and Northern Mexico. It serves the area better than ever before, bringing together medical services that no one dreamed possible 35 years ago. A salute goes out to the Valley Baptist Hospital and its ability to keep abreast of social progress and medical developments.

HARLINGEN RADIO AND TELEVISION

KGBT Radio, owned by the Harbenito Broadcasting Company, opened in 1941 as KGBS, an independent station of 250 watts and a staff of eleven people. McHenry Tichenor is president of the corporation; J. C. Looney of Edinburg who became a stock holder in 1953 is vice president; and Troy McDaniel, who joined the organization in 1942, is Secretary-Treasurer and General Manager of the Station. KGBT became an affiliate of the Columbia Broadcasting System in January of 1944. Expansion came in 1953 with the purchase of Radio Station KSOX then in Harlingen. KGBT-TV was affiliated with the CBS as their primary affiliate and ABC as a secondary affiliation. Since 1958 both Radio and Television have operated at their new offices and studios on West Harrison. The staff now numbers sixty-five.

Back In Those Days: — — —

The Harlingen Study Club, first literary club, was organized in 1921. Mrs. J. C. Myrick was the first president. Other first officers were Mesdames H. E. Sumners and S. P. Nicholson, vice presidents; Mrs. I. C. Webb, recording secretary; Mrs. Morris Chaudoin, corresponding secretary; Mrs. H. D. Seago, treasurer; and Mrs. A. L. Brooks, parliamentarian.

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INSTALLATION

REPAIR &

SERVICE

COMMERCIAL - INDUSTRIAL - RESIDENTIAL

AIR CONDITIONING AND HEATING

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HARLINGEN

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Carpet — Formica Tops

All Kinds Of Flooring

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Harlingen, Texas

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Coca-Cola Bottling Co.

Harlingen

1910-SIX SHOOTER JUNCTION

1911-1st CHEVROLET BUILT

1934-KNAPP CHEVROLET CO.

1960-THE PRIDE OF THE COMPACTS-CORVAIR

Chevrolet in Harlingen

Is KNAPP



KNAPP CHEVROLET CO.

—

117 TYLER



Holiday Inn 1916 - Jackson St.

JACKSON STREET IN 1916 . . . back in the days when the street was muddy after every rain. The Womens Development Committee had just taken over the beautification of the lot shown at the right side of the picture.



THE PIONEERS DAY Celebration in 1933 brought forth the same type of beards being seen during the Golden Anniversary. Shown in this picture, left to right standing, Charlie Perry, John T. Flores, Lon C. Hill, Bob Pollock, and Dan Murphy. In front are Cecil Carruth, Dad Dix and Tom Bowman.

One of the early day VALLEY MID-WINTER PARADES. The probable date is about 1931. The Fair openings in those days attracted large crowds due to the beautiful floats.



HARLINGEN
GA 3-6380

McALLEN
MU 6-3779

WESLACO
WO 8-3157

RAYMONDVILLE
MU 9-3312

BROWNSVILLE
LI 2-4337

VALLEY READY-MIX CONCRETE COMPANIES

VALLEY CONCRETE PRESSURE PIPE CO.

STEEL SALES DIVISION



IN 1941

In July of 1941 Hill Cocke began furnishing Harlingen Army Air Force base with Ready Mix Concrete using two small mixer trucks with a total capacity of less than 100 cubic yards a day.

TODAY

TODAY — VALLEY READY MIX CONCRETE COMPANY has expanded to the point of requiring 5 permanent and 2 portable plants, 36 mobile trucks with a total capacity of over 2,000 cubic yards a day.

ROCLA SPUN

In 1947 the Valley's growing demand for concrete irrigation pipe prompted a new division to be formed, now called VALLEY CONCRETE PRESSURE PIPE COMPANY. This company produces a ROCLA SPUN concrete pipe by a *patented spinning process*. This pipe has brought the world's finest concrete irrigation pipe to the Valley.

STEEL DIVISION

To climax the tremendous progress of this Valley service institution, in 1950 the STEEL SALES DIVISION was created. This division sells all metal building products which includes reinforcing steel, structural steel, windows, doors, ornamental columns and many other items.

Covering the Valley from Harlingen, McAllen, Weslaco, Brownsville and Raymondville.

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Growing With Harlingen

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right way . . .

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413 South "A" — Phone GA 3-1885
Harlingen

SERVING THE HARLINGEN AREA FOR 32 YEARS



SEARS HARLINGEN STORE
IN 1928



"Satisfaction guaranteed
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913 W. Harrison — Phone GA 3-2440

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See Us at

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BOB'S TRIM SERVICE

(Bob Coe, Owner — GA 3-2149)

WE SPECIALIZE IN SEAT COVERS

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ORIGINAL EQUIPMENT AUTO CARPETS

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AND

E. O. Matz Electric Co.

1922-1960

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Since
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P. O. Box 249
Harlingen, Texas

Vernon Murphy Cotton Co.

222 W. Adams

Truckers Equipment, Inc.

1008 W. Highway 77

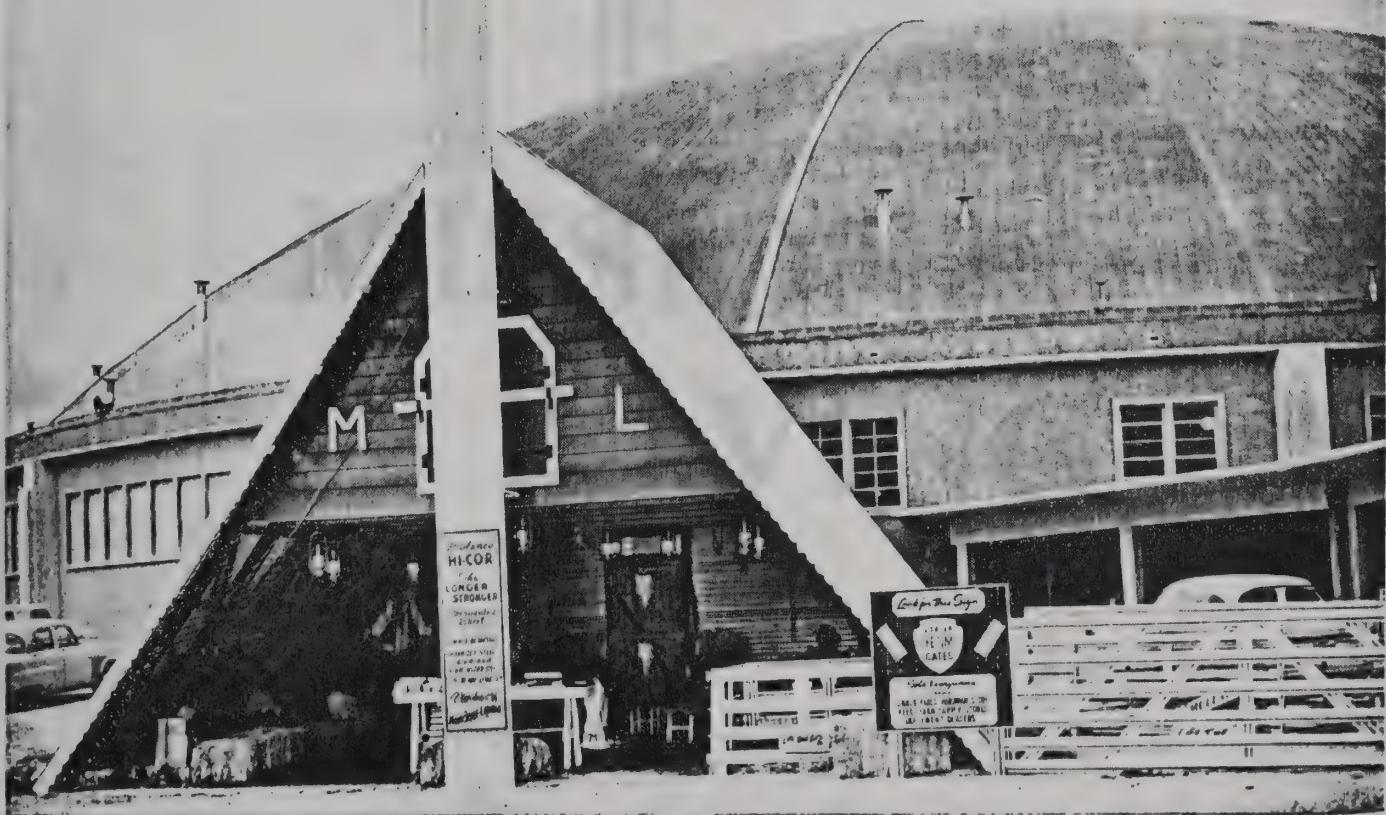
GA 3-4856

BEBRICK COMPANY “FACTORY”

OVEN-BAKED AUTO PAINTERS

221 West Harrison

GA 3-1860 — Harlingen



You remember seeing it at the Rio Grande Valley Livestock Show don't you? Don't forget long-corrugated roofing and siding sheets — They're called "HI-COR!"

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Compliments of
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Harlingen, Texas

L. R. BAKER INSURANCE
222 East Van Buren

W. T. GRANT COMPANY
110 West Jackson

GEM JEWELERS
101 W. Jackson

HAYNES CLEANERS
602 E. Harrison

Martin Linen Supply Co.
220 South "F"

MISSION PAVING

Since 1948

GA 3-5227

JU 5-1615



VALLEY MORNING STAR

1912

Now in our 48th
Year of community
service . . .

1960



ADVERTISEMENT: any form of public announcement intending to aid directly or indirectly in the sale of a commodity. (Webster's International Dictionary).

DONATION: a gift. (Same Dictionary).

POST SCRIPT

Both have a time and a place. This, for example, is a *donation* to a civic affair. An *advertisement*, on the other hand, is "a public announcement (placed in the Valley Morning Star by canny merchants) to aid directly or indirectly in the sale of a commodity" . . .

Harlingen Office Service

SUPERIOR SECRETARIAL SERVICES

- TYPING
- LETTER WRITING
- MIMEOGRAPHING; COPYING
- NOTARY PUBLIC

Bahnman Building — 211 E. Harrison
GA 3-8843

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906 W. Harrison — GA 3-2280

1621 E. HARRISON

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SALES & SERVICE

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66

Our 50th Birthday

A happy youngster blows out the candles on his birthday cake, and his proud parents beam as they recall the day of his birth.

A husband and wife, surrounded by children, grandchildren and friends on the fiftieth anniversary of their wedding, look back through the years and count their blessings.

And in the same spirit of joyful pride, Harlingen takes time out to look back through fifty golden years and to salute the little handful of pioneers who had the courage and vision to carve a city out of the brushy wilderness.

Those who had a part in the founding of Harlingen have been generous in sharing their heritage with their younger neighbors as they have ransacked attics and storerooms for old pictures, antiques and clothes. Even our children have been caught up in the excitement of the occasion as the stories told by their grandparents have kindled a renewed patriotism and loyalty.

Harlingen's pride is well justified. The impenetrable jungle, first yielding to machetes and later to bulldozers, has become a gigantic garden spot, with millions of citrus trees perfuming the air and promising more and better grapefruit and oranges each winter. Hundreds of acres of vegetables and cotton round out an agricultural economy that is maintained throughout the year.

Trains, trucks, buses, airplanes and automobiles converge on Harlingen as the capital city of the Lower Rio Grande Valley, and its inland deep water port, a part of the Intracoastal Canal system, increases its barge shipments each month. The winding trails through the cactus and mesquite of fifty years ago have been replaced by modern expressways. The isolation of our early days has been eliminated.

Harlingen can be proud of its growth, of its industrial development, of its transportation facilities, of its well-equipped hospitals, its fine schools, its beautiful churches, its library and recreational facilities.

But its real pride is not in these material blessings, but in its people. The character of its hardy pioneers is matched today by the fine qualities of its citizenry. They are the kind of people who want Harlingen to be a good place to live and to keep it growing and improving. All of them will enjoy the week-long celebration that will honor Harlingen's past, and all of them will look forward to the next fifty years with the same faith and enthusiasm that has kept Harlingen on the upward move throughout its history.

... 50 Years From Now

When Harlingen celebrates its one hundredth birthday in the year 2010, one of the events which is expected to attract a great deal of attention will be the digging up of a time capsule. That capsule is to be buried, in an appropriate ceremony with Governor Price Daniel officiating, on Tuesday, April 26, in observance of Harlingen's fiftieth birthday.

Items to be included in the air-tight metal capsule will be chosen as those which best depict life in Harlingen in 1960. Members of the Tip-o-Tex Camera Club are preparing color slides of various aspects of the city's activities to be enclosed. Color slides are believed to be less perishable than other types of pictures.

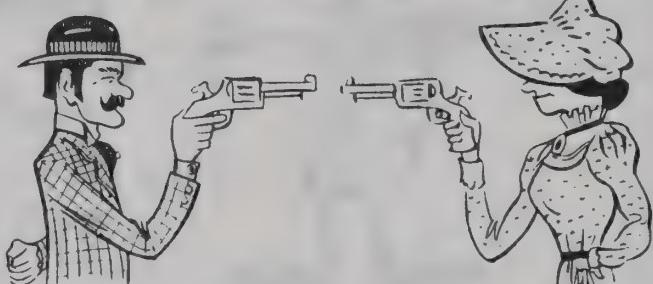
A copy of this souvenir program, special editions of newspapers, and other such souvenirs will be included.

The first Valley Little Theatre movement began in 1925 as the idea of Mrs. M. D. McCoy of La Feria. In 1927 the "Little Theatre of the Last Frontier of the Magic Valley," was organized by Harlingen members and others from most of the Valley towns.

* * *

The community's Home Demonstration Clubs were organized as follows: Stuart Place Home Demonstration Club in 1925; Clio Club, Briggs-Coleman in 1926; and the South O' Harlingen Club in 1928.

WE'VE BEEN SHOOTING SINCE 1937



BOB AND JOAN TEEGE

Photographers

213 S. Third

GA 3-8154

Harlingen

Valley Laundry and
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BEST WISHES FROM THE SHRIMP INDUSTRY

For the past fifteen years SHRIMP has played a major part in the growth of the City of Harlingen. Today it stands as the largest single industry in our growing community. The Rio Grande Valley is often referred to as "The Shrimp Capital of the World." The Harlingen Firms listed below are happy to be a part of our city's outstanding history.

Western Shell Fish Company

Processors and Packers

Alberti Seafoods Processing Corp.

Processors and Packers

Texas Frozen Foods Corp.

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Russell Trading Company

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"Serving The Nation's Dinner Table From Harlingen, Texas"



SEYMOUR

LOOKING FORWARD

To Serving Harlingen

For The Next 50 Years



HEERMAN

KGBT Radio 1530

KGBT-TV Channel 4

Harlingen Schools

The Harlingen Independent School District Board of Trustees held its organization meeting October 5, 1909 in the office of the Morrow Brothers Lumber Company. Membership of the first board consisted of John E. Snavely, who was elected chairman, and C. F. Perry, H. N. Morrow, J. A. Card, R. S. Chambers, W. E. Hollingsworth, and W. H. Kilgore. Board members who served the District prior to 1920, who still reside in Harlingen, are E. W. Anglin and R. B. Hamilton.

The first school site purchased by the new district was the Alamo School site. Lon C. Hill gave half the site and the District purchased the other half, according to Warren W. Ballard, Business Manager of the schools.

On April 15, 1911, contract was let to A. Goldammer for erection of the old Sam Houston School in the 500 block of East Jackson Street at a cost of \$22,800. On the same date, contract was let to R. H. Tadlock for \$5,966 to build the two-story section of the Alamo School. The second story was removed in 1949.

In 1922 the Board authorized the construction of a Senior High School building on what is now the playground of the Travis school. Cost of the building was \$45,452.50. This building was destroyed in the 1933 hurricane. The Travis main building was constructed in 1926 and was used as a Junior High school until 1949 when Gay Junior High was built. The first portions of Austin, Bowie, and Dishman schools were built in 1928, and the Washington school in 1934.

When the new \$350,000 High School was dedicated September 4, 1930, it was called "the show place of the Valley." Paul E. Phipps was superintendent, and Mrs. J. I. Coursey, O. N. Joyner, Ira E. Eells, S. D. Grant, A. E. McClendon and Dr. John Crockett composed the Board of Trustees.

When the new \$1,500,000 High School was occupied in January 1958, it was described as having the maximum facilities for the teaching of practical and theoretical science; its conduit systems to provide for closed circuit television and a language department having cubicles for recording instruments.

Harlingen Fire Department

The Harlingen Volunteer Fire Department was organized early in 1912, a few months after the installation of hydrants and a water system. Of the ten volunteer firemen, only one, Otto Weller, still resides in Harlingen. H. D. Seago, Cameron County Clerk, is another of the original

ten. A hose reel was purchased in 1912, and another the following year.

In 1922 the department was reorganized with sixteen members, and Bert Gamble was the first fire chief. The first pumper was delivered in 1922. E. C. Bennett, City Utilities Manager, was the driver and operator in charge of equipment. O. N. Joyner was assistant fire chief and fire marshal.

The year 1926 was a significant one; the paid fire department was established, a second pumper was purchased, and the new City Hall and fire station was completed. The department was host to the State Firemen and Fire Marshal's Convention, as it was again in 1939 when Jake Childress was chief.

E. C. Bennett who followed Gamble as chief in 1927, served until 1934. J. J. Dawson succeeded Childress in April 1943, and served four years. Henry D. Smith, 1947-49, was followed by R. C. Berna, Chief, 1950-51, who was followed by W. T. Hamilton, present chief.

In 1929, a sub-station was opened at 210 South F Street; in 1930 a Ladies Auxiliary was organized and re-organized in 1939 and again in 1948. Other sub-stations were the W. C. Anderson, opened in March 1956, the J. L. Head Station at 1657 South Sam Houston, in October 1956, and the A. B. Chapa Station at 1201 West Van Buren in 1957.

The new \$90,000 Central Fire Station was opened in October 1950 and later was named the E. C. Bennett Station. A proposed new station is to be built at Thirteenth and Austin Streets, on a lot owned by the city.

Harlingen Churches

Organization dates for early churches are as follows: First Baptist, March 26, 1909; First Presbyterian, January 30, 1910; First Methodist, February 19, 1910; Immaculate Heart of Mary Catholic, October 10, 1910; First Christian, June 25, 1915; St. Paul's Lutheran, April 29, 1923; Church of Christ, Harrison Street, 1923; St. Alban's Episcopal, June 17, 1924; First Baptist Church, Combes, 1924; Grace Lutheran, August 23, 1925; Christian Science, April, 1926; Rangerville Church of Christ, 1926; Combes Methodist, January, 1927; Salvation Army, 1928; Calvary Baptist, 1932; First Church of Nazarene, October, 1936.

Later organization dates for churches are: St. Anthony's Catholic, 1940; Second Baptist, 1946; Temple Beth Israel, 1948; Wesley Methodist, April 20, 1952; Central Baptist, 1952; Tabernacle Baptist Church, 1953; Church of Christ, Pendleton Park, May 20, 1956; First United Pentecostal, August 1957; Pentecostal Holiness, 1959; Christian and Missionary Alliance, also Assembly of God Church, and the Trinity Assembly of God Church.

DIVISION HEADS

From left to right:
Mikes Hodes, Revenue
C. Worth Wood, Hospitality
Frank Boggus, Publicity
Mrs. J. B. Cooke,
Participation — Ladies
John England,
Special Events
Morris Verner,
Spectacle Tickets
John England, Social Events



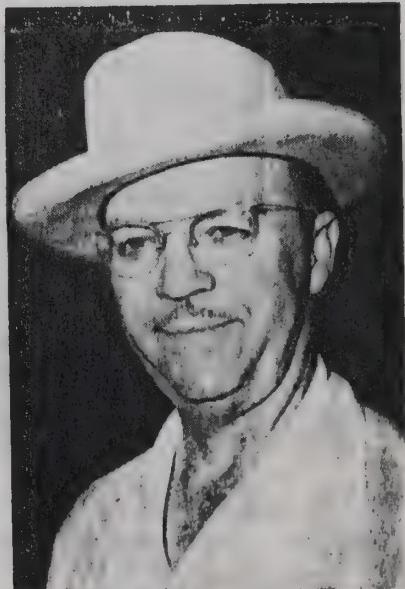
Executive Committee

From left to right:
Leon Hailey
Marshall Bingham
Darrell Hester
Anthony Ross
Evan Hurst
Jeff Bell
L. A. Westlake
C. Worth Wood



E. D. Giffen, Participation-Men's

Roy Self, Spectacle Events



Dianne Hollingsworth, Office Sec.

EVAN HURST, General Chairman

EXECUTIVE COMMITTEE

**EVAN HURST
DARRELL HESTER**

**H. W. BAHNMAN
ANTHONY ROSS**

**WORTH WOOD
LEON HAILEY**

**MARSHALL BINGHAM
JEFF BELL**

Headquarters
L. A. Westlake

Treasurer
H. W. Bahnman

Secretary
Darrell Hester

STEERING COMMITTEE

Insurance
J. L. Head

Fireworks
Fire Chief -
W. T. Hamilton

Operating Capital
H. W. Bahnman

Decorations
Anthony Ross

Revenue Division
Mike Hodges

Program Advertising
R. W. Liston - Chairman

Historical
Mrs. Gerald McKenna

Advertising Sales
Harlingen Lions Club

Program Sales
Senior Class

Concessions
*Leroy Fry
Abe Dodson
Bill Lewis
Roy Swing*

Novelties
Stuart Jennings

Celebration Ball
*Mrs. Karl Gibbon
Mrs. Pete McNamee
Mrs. George Elliot
Bob Cline
E. R. Storey
Mrs. Army Armstrong*

Participation Division
*Mrs. Jack Cocke
E. D. Giffen*

Brothers of Brush
*Martin Ferrero
Jimmy Hood
Lankford Curtis
Herschel Zinn
Glen Haas*

Celebration Belles
*Mrs. J. T. Rhamstine
Mrs. John Williams
Mrs. Milton Norwood*

Men's Hats And Ties
*Dan Milliar
Lew Levine*

Ladies Sunbonnets and Dresses
*Mrs. O. N. Joyner
City Federation of Women's Clubs*

Promenade and Caravan
Mrs. J. B. Cocke

Kangaroo Court
*Jack Skaggs - Judge
Six-Shooter Junction Kiwanis*

Special Events Division
John England

Merchants Promotion
*Herschel Zinn
Carl Brooks
John Brown*

Parades
Junior Chamber of Commerce
*David Lykes-Co-Chairman
J. B. Hicks-Co-Chairman
Nathan Winters
Joe Bob Raines
Tom Mason
Lester Miller
Dan Fromhoff*

Special Days
*Bob Youker
Rev. Harry Hamblen
Bargain Days John Brown
Neighbor's Day - Burt Johnson
Ladies' Day - Mrs. Lloyd Pratt
Junior Service League
Youth Day - Carlos Baker
Jim Cooper
Armed Forces Day (American Legion)*

Hospitality Division

C. Worth Wood

Dignitaries and Guests
*Stanley Crockett
Lewis Boggus
Vernon Murphy
Gene McCullough*

Traffic and Safety
Marshall Rousseau

Housing
Bill Smith

Pioneer Event
Mary Alexander

*Mrs. Wallace Athey
Mrs. Harvey Richards
Mrs. Lorimer Brown
Mrs. Jack Gray*

Transportation
Vance Raimond

Spectacle Ticket Division
Morris Verner

Ticket
*Frank Lucas
Fred Hulings
Patron's Tickets
Queen's Contestants
Audience Area
Charles H. Chadwell
Advance Sale
Queen's Contestants
Arrangements - Mrs. Frank Reinhart
Cashiers & Gates
Jack Jones & Bob Blaylock*

Publicity Division
Frank Boggus

Press Release
*Eleanor Dempsey
T. N. Gaines
"Doc" Osborn*

Distributive
*Lee Richards
Hygeia Dairy Company*

Special Projects
*Dial B. Dunkin
J. Guenzel
R. W. Liston*

Radio and T.V.
*Troy McDaniel
Martin Rosales*

Speakers Committee
Darrell Hester

Spectacle Division

Scenario & Title
Roy Self

Properties
Bill Pletcher

Grounds
*Marshall Rousseau
C. D. Chadwell*

Cast
*Mrs. M. U. Caul
Miss Paul Hill
Mrs. Gerald McKenna*

Construction
*W. A. McBride
Rim Elmore
W. A. Davis
Bill Baker
W. J. "Buster" Ramsey*

Costumes & Make-Up
Mrs. Al Beck

Harlingen Lions Club, 1960

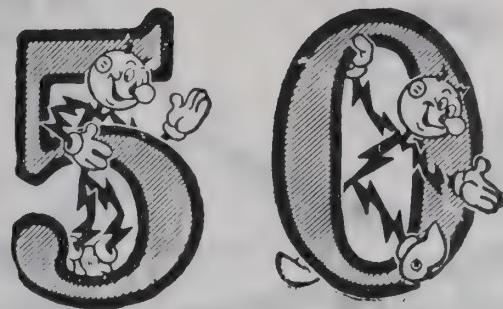


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CONGRATULATIONS TO HARLINGEN



for



years of progress

We are proud to be associated with the friendly, civic-minded people of Harlingen and are happy to have had a part in the city's first half-century of growth and progress.

Electricity has been on the scene in Harlingen almost from the beginning. The first electric plant started operation here in 1912.

During the greater part of Harlingen's 50-year history, CPL has had the privilege of serving the city with dependable, low-priced electricity. You can always look to CPL for the best possible electric service at the lowest possible cost.



CENTRAL POWER AND LIGHT COMPANY



Best wishes to our friends of Harlingen now celebrating 50 years of progress. We of Butter Krust are sincerely pleased to be a new part of this rich area, and look forward to being a part of the community during the next 50 years of growth.



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